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The City of Lodi, California

Report of Results 2007



National Research Center, Inc.

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SURVEY BACKGROUND

About The National Citizen Survey™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Lodi staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Lodi staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

UNDERSTANDING THE RESULTS

Survey Administration

Following the mailing of a pre-survey notification postcard to a random sample of 1,200 households, surveys were mailed to the same residences approximately one week later. A reminder letter and a new survey were sent to the same households after two weeks. Of the mailed postcards, 63 were undeliverable due to vacant or “not found” addresses. Completed surveys were received from 336 residents, for a response rate of 30%. Typically, the response rates obtained on citizen surveys range from 25% to 40%.

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for this survey of 336 residents is generally no greater than plus or minus 5 percentage points around any given percent reported for the entire sample.

The results were weighted to reflect the demographic profile of all residents in the City of Lodi. (For more information on the survey methodology, see Appendix B. A copy of the survey materials can be found in Appendix C.)

Survey Validity

The question of survey validity has two parts: 1) how can we be confident that the results from our sample are representative of the results we would have gotten had we administered the survey to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, we use the best survey research practices for the resources spent to assure that the results from the sample reflect the opinions of residents in the entire jurisdiction. These practices include:

1. Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent.
2. Selecting households at random within the jurisdiction.
3. Over-sampling attached units to improve response from hard-to-reach, lower income, or younger apartment dwellers.

4. Selecting the respondent within the household using an unbiased sampling procedure¹.
5. Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
6. Soliciting response on jurisdiction letterhead signed by the highest ranking elected official or staff member.
7. Providing a self-addressed, postage-paid return envelope.
8. Offering the survey in Spanish when appropriate and requested by City officials.
9. Using the most recent available information about the characteristics of jurisdiction residents to weight the data to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g. reporting tolerant behaviors toward "oppressed groups," likelihood of voting a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), her confidence that she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g. driving habits), reported intentions to behave with observed future behavior (e.g. voting choices) or reported opinions about current community quality with objective characteristics of the community (e.g. feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g. family abuse or other

¹ The birthday method requests that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.

illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality tend to be ambiguous, some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of fire fighters, breadth of services and training provided). Whether some research confirms or disconfirms that relationship between what residents think about a community and what can be seen "objectively" in a community, we have argued that resident opinion is a perspective that cannot be ignored by government administrators. Elsewhere we have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Use of the "Excellent, Good, Fair, Poor" Response Scale

The scale on which respondents are asked to record their opinions about service and community quality is "excellent," "good," "fair" or "poor" (EGFP). This scale has important advantages over other scale possibilities (very good to very bad; very satisfied to very dissatisfied; strongly agree to strongly disagree, as examples). EGFP is used by the plurality of jurisdictions conducting citizen surveys across the U.S. The advantage of familiarity is one we did not want to dismiss because elected officials, staff and residents already are acquainted with opinion surveys measured this way. EGFP also has the advantage of offering three positive options, rather than only two, over which a resident can offer an opinion. While symmetrical scales often are the right choice in other measurement tasks, we have found that ratings of almost every local government service in almost every jurisdiction tend, on average, to be positive (that is, above the scale midpoint). Therefore, to permit finer distinctions among positively rated services, EGFP offers three options across which to spread those ratings. EGFP is more neutral because it requires no positive statement of service quality to judge (as agree-disagree scales require) and, finally, EGFP intends to measure absolute quality of service delivery or community quality (unlike satisfaction scales which ignore residents' perceptions of quality in favor of their report on the acceptability of the level of service offered).

"Don't Know" Responses

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses

presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

For two of the items related to crime victimization and crime reporting, “don’t know” responses were not removed. These questions were not evaluative; rather, respondents were asked if they or any member of their household had been a victim of a crime within the last year. If they were, they were then asked whether the crime had been reported to police.

Putting Evaluations Onto a 100-Point Scale

Although responses to many of the evaluative questions were made on a 4 point scale with 1 representing the best rating and 4 the worst, many of the results in this summary are reported on a common scale where 0 is the worst possible rating and 100 is the best possible rating. If everyone reported “excellent,” then the result would be 100 on the 100-point scale. Likewise, if all respondents gave a “poor” rating, the result would be 0 on the 100-point scale. If the average rating for quality of life was “good,” then the result would be 67 on a 100-point scale; “fair” would be 33 on the 100-point scale. The 95 percent confidence interval around an average score on the 100-point scale is no greater than plus or minus 3 points based on all respondents.

COMMUNITY LIFE

The National Citizen Survey™ contained many questions related to the life of residents in the community. Survey participants were asked to rate their overall quality of life, as well as other aspects of quality of life in Lodi. They also evaluated characteristics of the community, and gave their perceptions of safety in the City of Lodi. The questionnaire assessed use of the amenities of the community and involvement by respondents in the civic and economic life of Lodi.

Quality of Life

When asked to rate the overall quality of life in Lodi, 19% of respondents thought it was “excellent.” Only 3% rated overall quality of life as “poor.” All of the responses of residents who had an opinion about the overall quality of life in Lodi are shown in Figure 1 below. Other ratings can be seen in the figures on the following page.

Figure 1: Overall Quality of Life in Lodi

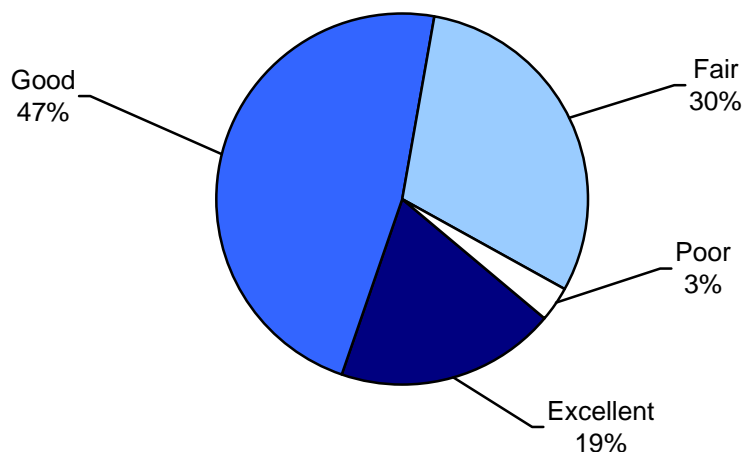
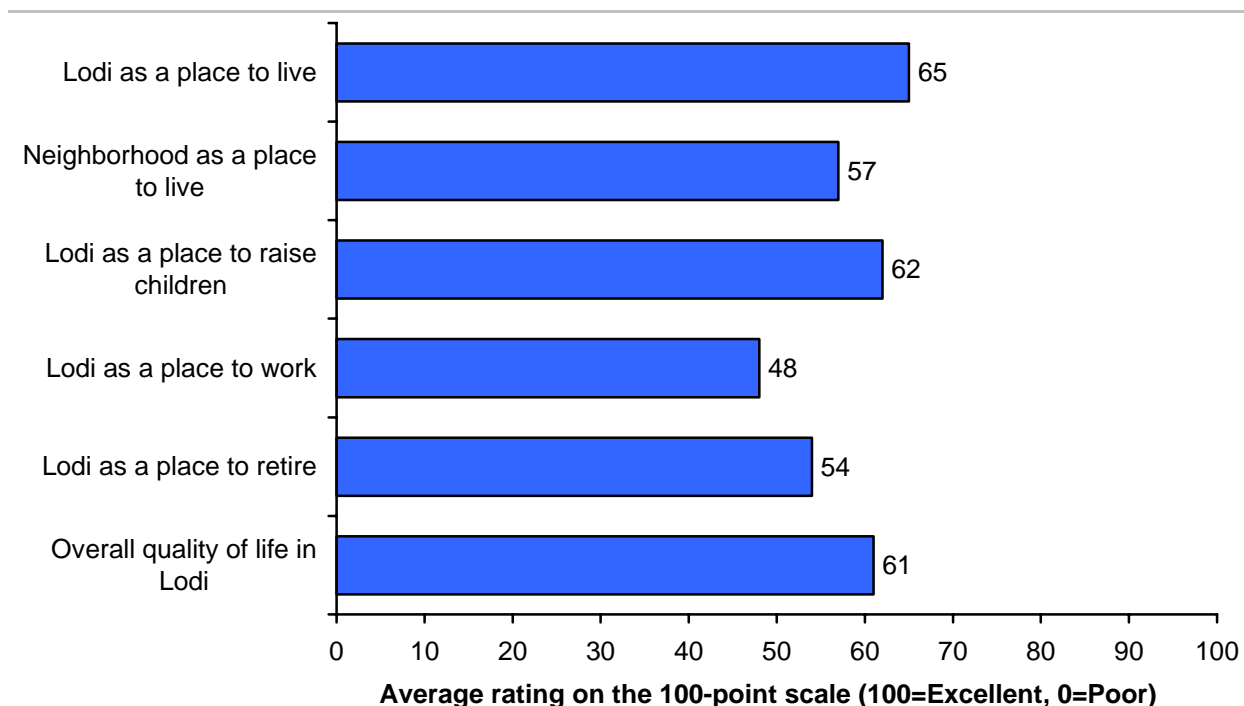


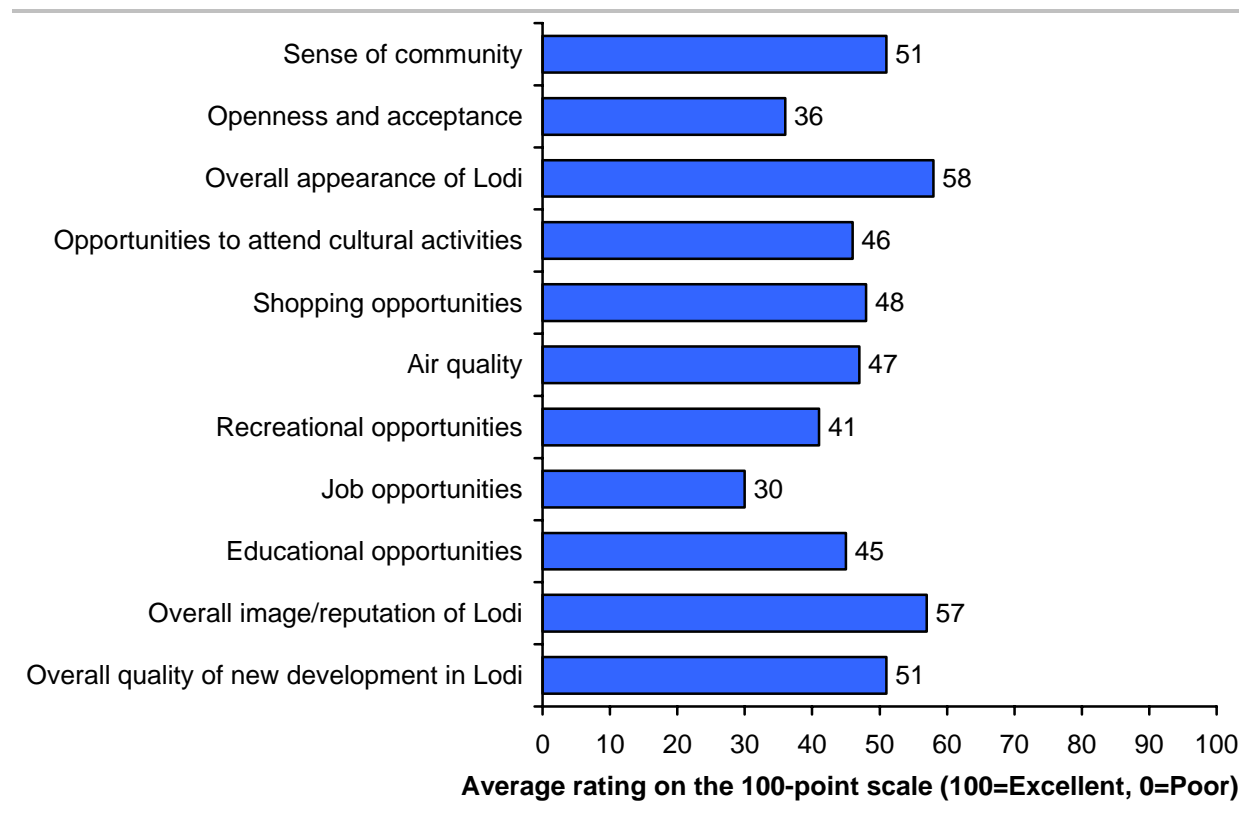
Figure 2: Quality of Life Ratings

Quality of Life Ratings

	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate Lodi as a place to live?	23%	51%	23%	2%	100%	65
How do you rate your neighborhood as a place to live?	20%	39%	32%	8%	100%	57
How do you rate Lodi as a place to raise children?	22%	46%	27%	5%	100%	62
How do you rate Lodi as a place to work?	13%	35%	35%	17%	100%	48
How do you rate Lodi as a place to retire?	20%	34%	32%	14%	100%	54
How do you rate the overall quality of life in Lodi?	19%	47%	30%	3%	100%	61
Note: "don't know" responses have been removed.						

Ratings of Community Characteristics in Lodi

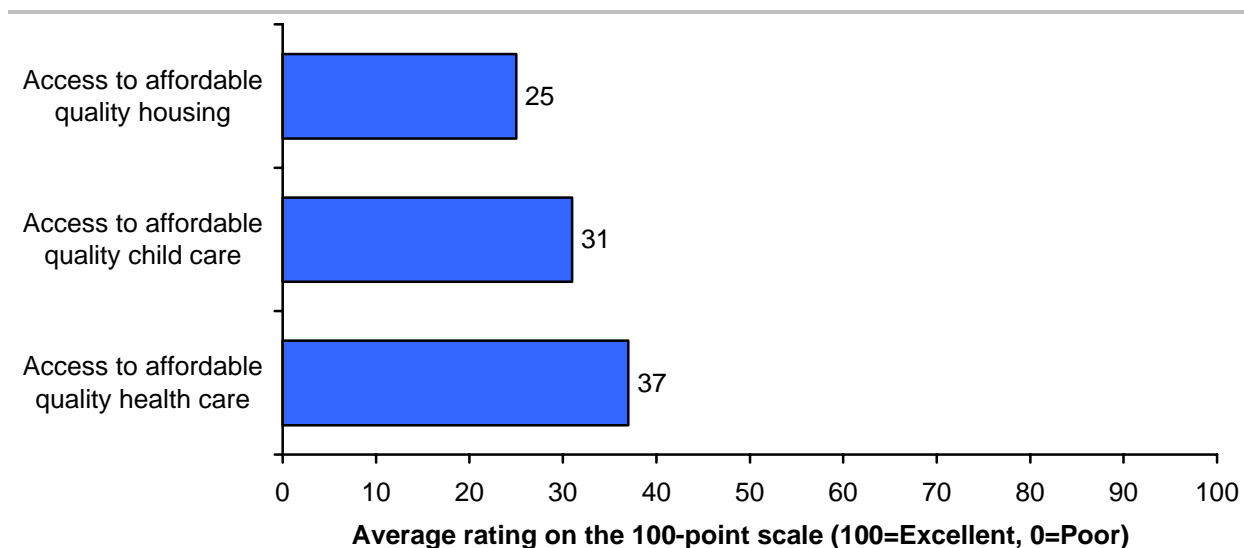
The highest rated characteristics of Lodi were ease of walking, ease of car travel, and overall appearance. When asked about potential problems in Lodi, the three concerns rated by the highest proportion of respondents as a “major problem” were drugs, gangs, and crime. The rate of population growth in Lodi was viewed as “too fast” by 67% of respondents, while 2% thought it was “too slow.”

Figure 3: Characteristics of the Community: General and Opportunities



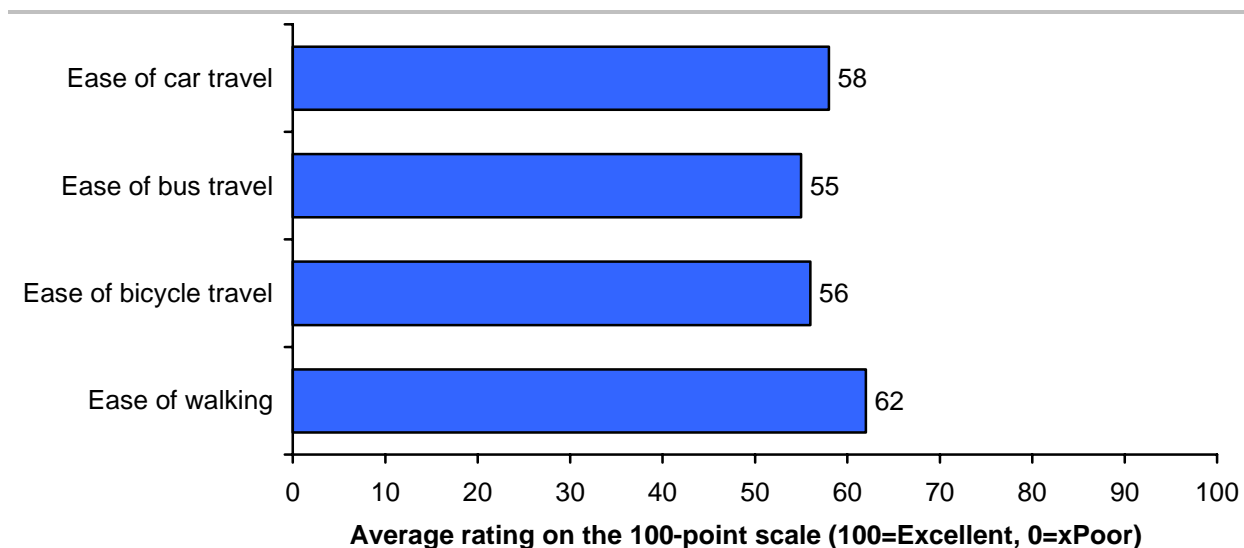
Characteristics of the Community: General and Opportunities						
Please rate each of the following characteristics as they relate to Lodi as a whole:	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Sense of community	10%	41%	42%	7%	100%	51
Openness and acceptance of the community towards people of diverse backgrounds	4%	27%	43%	26%	100%	36
Overall appearance of Lodi	12%	56%	27%	5%	100%	58
Opportunities to attend cultural activities	8%	35%	42%	15%	100%	46
Shopping opportunities	8%	41%	39%	13%	100%	48
Air quality	7%	40%	41%	12%	100%	47
Recreational opportunities	6%	32%	41%	20%	100%	41
Job opportunities	3%	15%	53%	30%	100%	30
Educational opportunities	3%	43%	40%	14%	100%	45
Overall image/reputation of Lodi	12%	53%	30%	5%	100%	57
Overall quality of new development in Lodi	8%	44%	39%	9%	100%	51
Note: "don't know" responses have been removed.						

Figure 4: Characteristics of the Community: Access



Characteristics of the Community: Access

Please rate each of the following characteristics as they relate to Lodi as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Access to affordable quality housing	2%	16%	38%	44%	100%	25
Access to affordable quality child care	4%	15%	50%	31%	100%	31
Access to affordable quality health care	4%	30%	39%	27%	100%	37
Note: "don't know" responses have been removed.						

Figure 5: Characteristics of the Community: Mobility

Characteristics of the Community: Mobility

Please rate each of the following characteristics as they relate to Lodi as a whole:						Average rating on a 100-point scale (100=Excellent, 0=Poor)
	Excellent	Good	Fair	Poor	Total	
Ease of car travel in Lodi	15%	51%	29%	6%	100%	58
Ease of bus travel in Lodi	10%	53%	28%	8%	100%	55
Ease of bicycle travel in Lodi	14%	49%	28%	10%	100%	56
Ease of walking in Lodi	23%	45%	26%	5%	100%	62
Note: "don't know" responses have been removed.						

Figure 6: Ratings of Potential Problems in Lodi

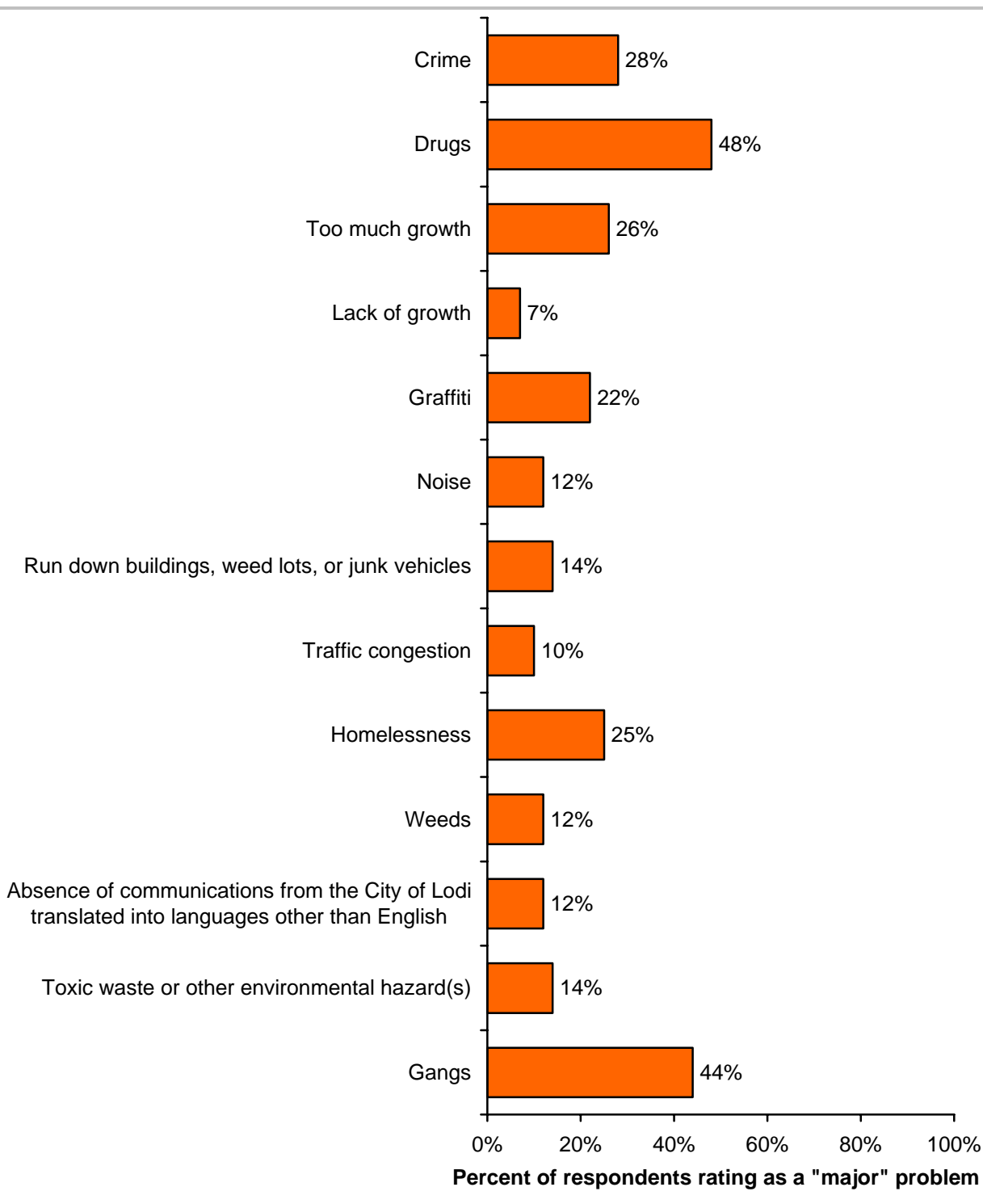
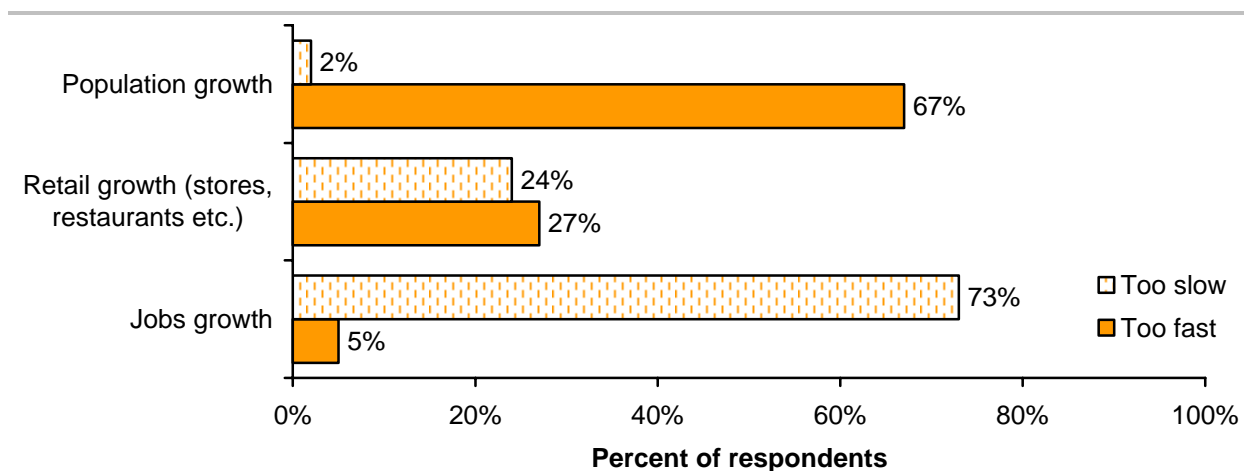


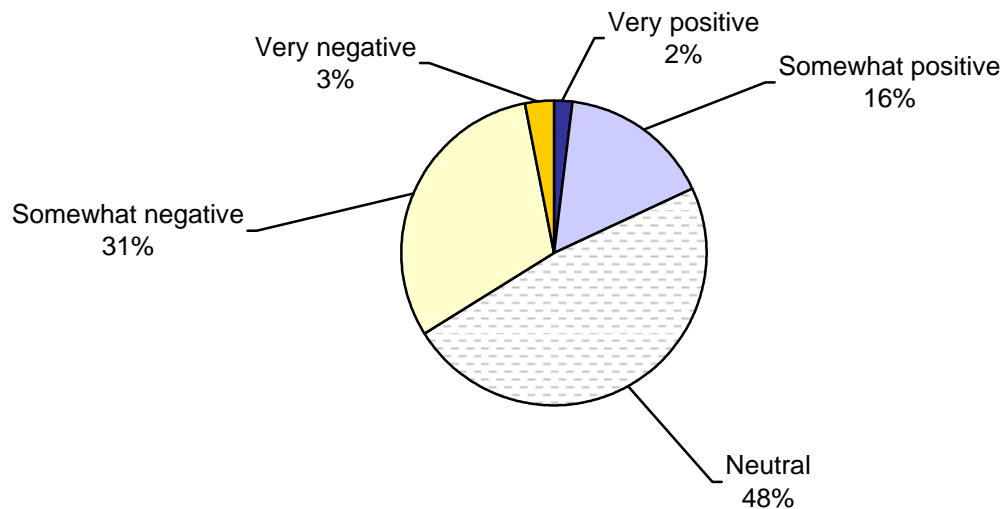
Figure 7: Ratings of Rates of Growth in Lodi



Eighteen percent of Lodi residents expected that the coming six months would have a somewhat or very positive impact on their family, while 34% felt that the economic future would be somewhat or very negative.

Figure 8: Perceptions of Economy

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be...



Perceptions of Safety

When evaluating safety in the community, 45% of respondents felt “somewhat” or “very safe” from violent crimes in Lodi. In their neighborhood after dark, 63% of survey participants felt “somewhat” or “very safe.”

As assessed by the survey, 24% of households reported that at least one member had been the victim of one or more crimes in the past year. Of those who had been the victim of a crime, 81% had reported it to police.

Figure 9: Ratings of Safety from Various Problems in Lodi

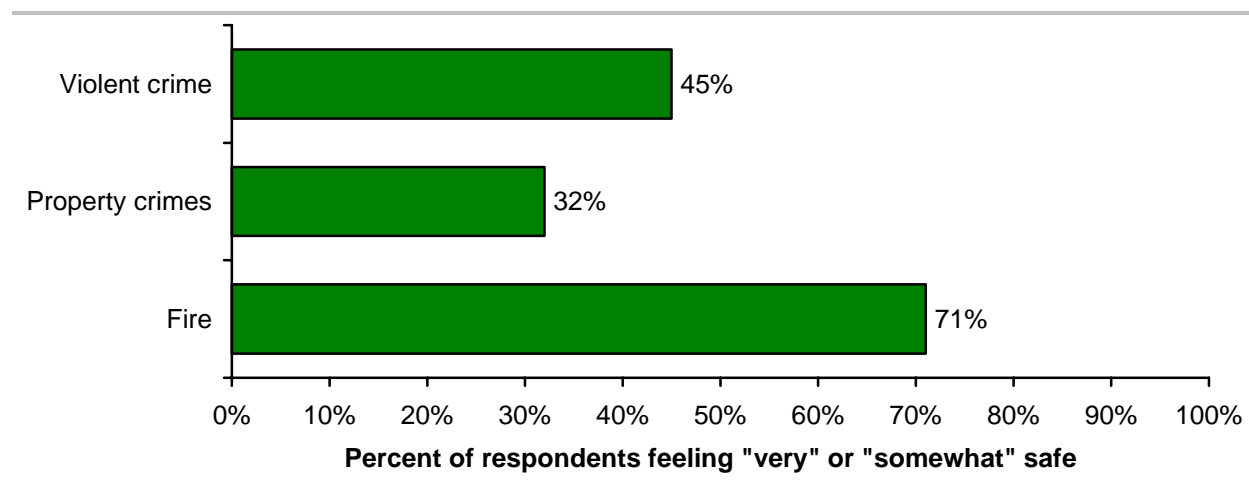


Figure 10: Ratings of Safety in Various Areas in Lodi

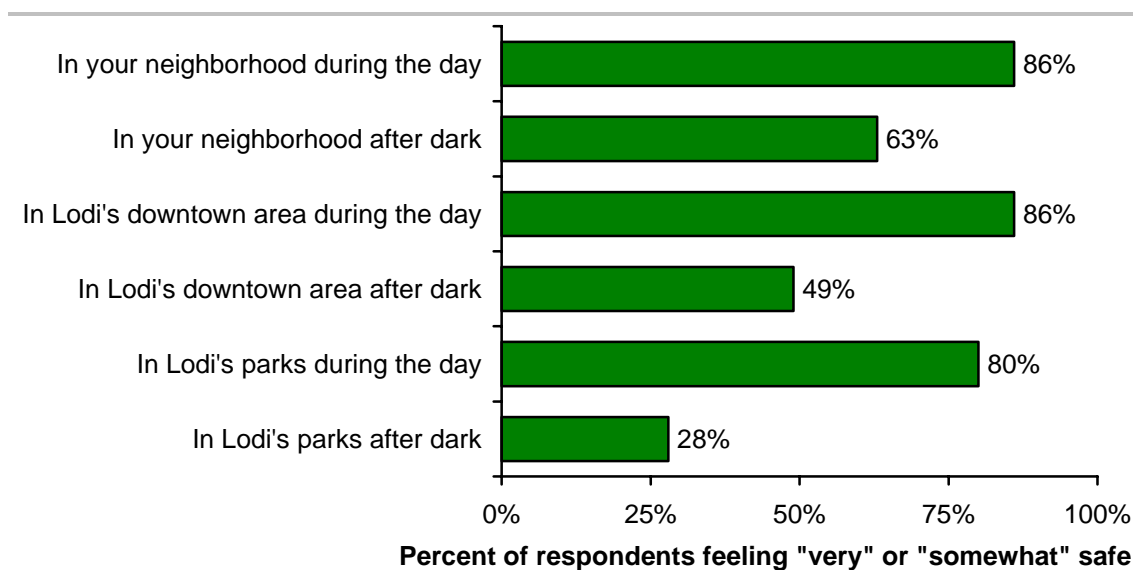


Figure 11: Percent of Respondents' Households That Were Victim of a Crime in the Last 12 Months

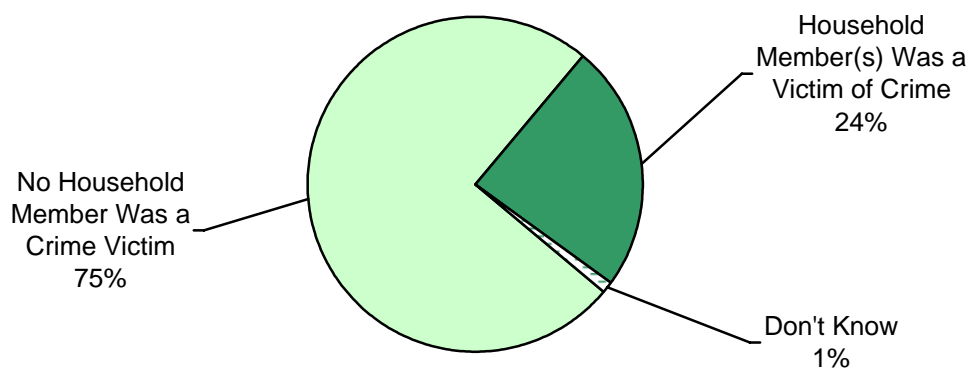
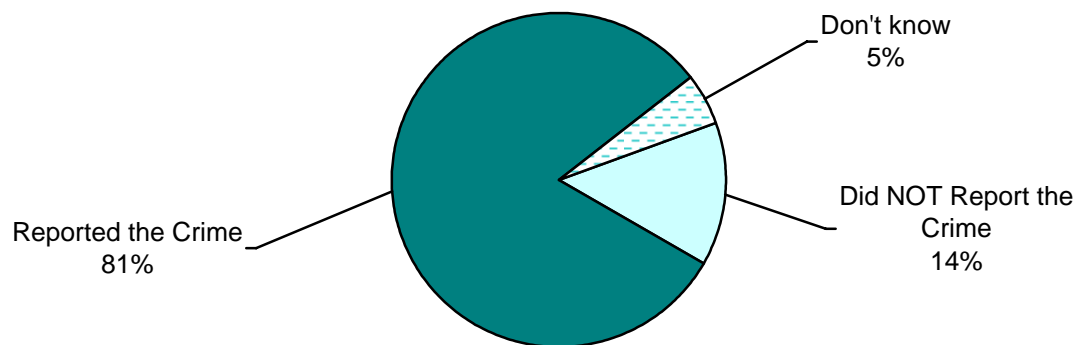


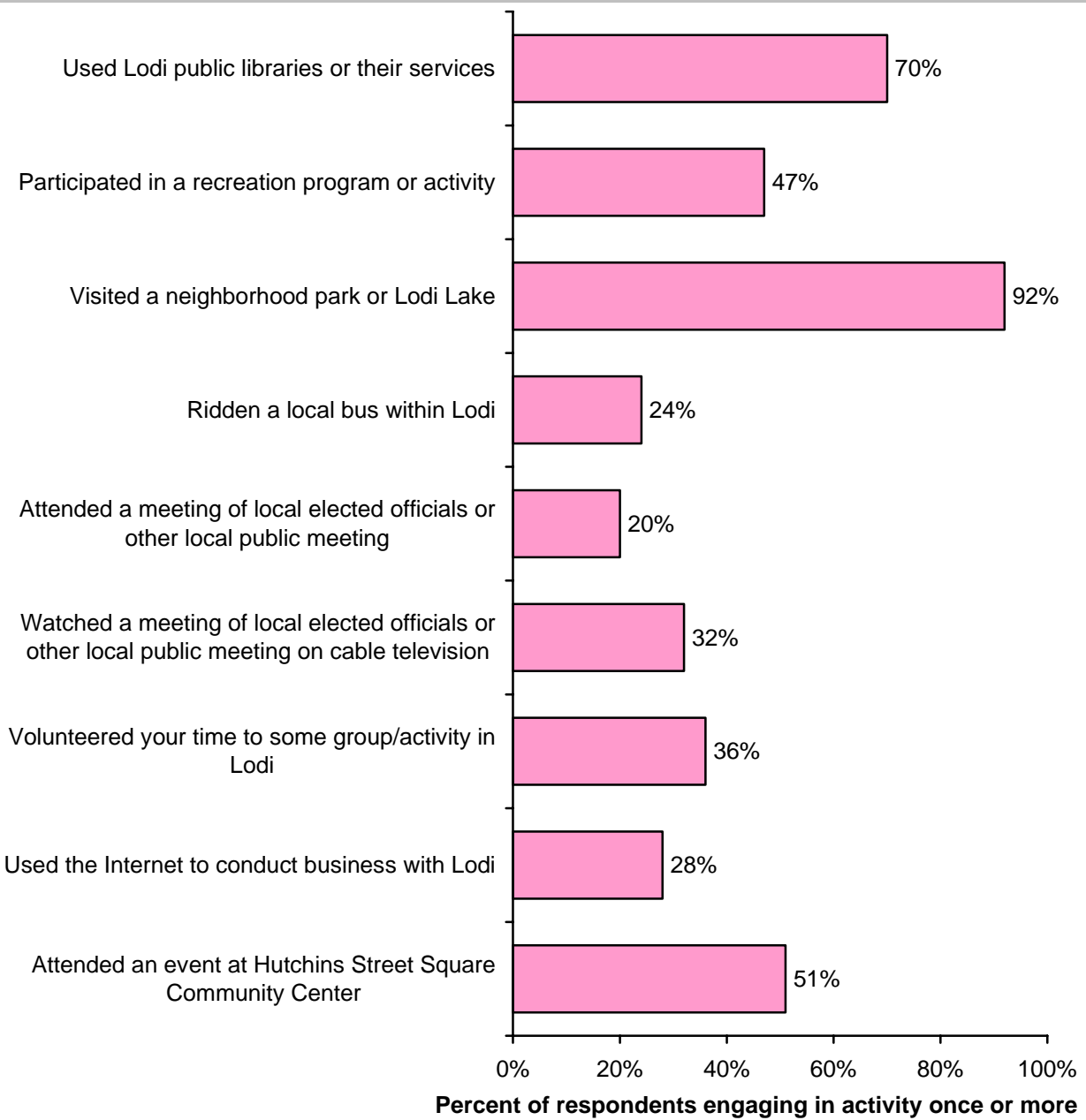
Figure 12: Percent of Respondents' Households That Were Victim of a Crime Who Reported the Crime



Community Participation

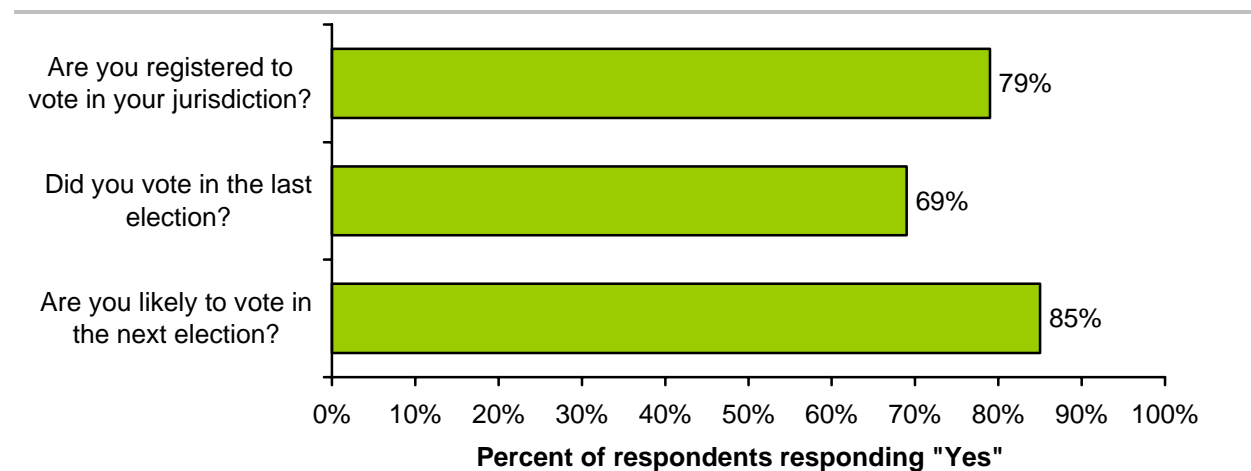
Participation in the civic, social and economic life of Lodi during the past year was assessed on the survey. The proportion of respondents engaging in various activities is shown in the chart below. Among those completing the questionnaire, 92% reported visiting a park in Lodi in the past year and 20% had attended a meeting of elected officials or other local public meeting.

Figure 13: Percent of Respondents Engaging in Various Activities in Lodi in the Past Year



Voter status was also estimated,² with 69% saying that they had voted in the last election.

Figure 14: Voter Status and Activity



Voter Status and Activity

	No	Yes	Total
Are you registered to vote in your jurisdiction?	21%	79%	100%
Did you vote in the last election?	31%	69%	100%
Are you likely to vote in the next election?	15%	85%	100%

² In general on a survey, a greater proportion of people will report having voted, than actual voting records verify.

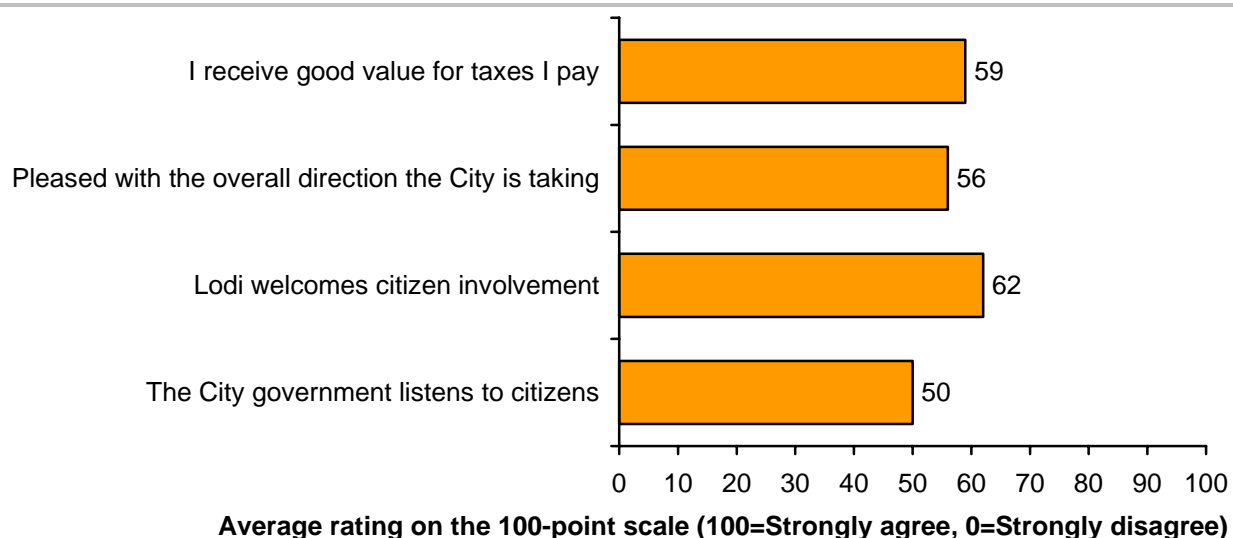
LOCAL GOVERNMENT

Several aspects of the government of the City of Lodi were evaluated by residents completing The National Citizen Survey™. They were asked how much trust they placed in their local government, and what they felt about the services they receive from the City of Lodi. Those who had any contact with a City of Lodi employee in the past year gave their impressions of the most recent encounter.

Public Trust

When asked to evaluate whether they felt they received good value for taxes they pay, residents gave an average rating of 59 on a 100-point scale.

Figure 15: Ratings of Public Trust



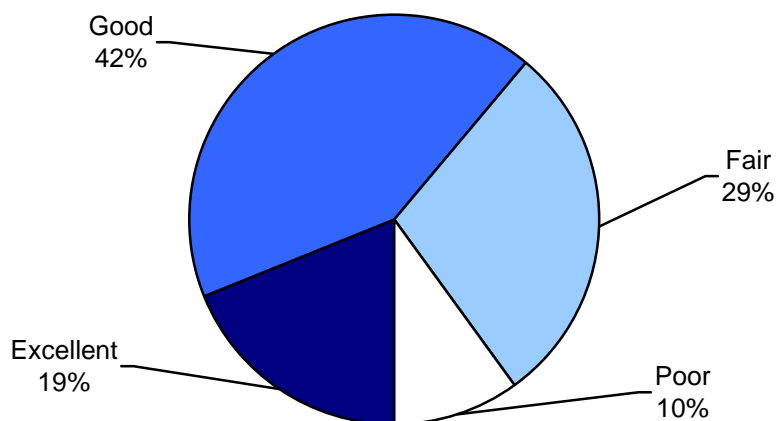
Ratings of Public Trust

Please rate the following statements:	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Total	Average rating on a 100-point scale (100=Strongly agree, 0=Strongly disagree)
I receive good value for the City of Lodi taxes I pay	15%	36%	26%	17%	7%	100%	59
I am pleased with the overall direction that the City of Lodi is taking	14%	36%	22%	14%	13%	100%	56
The City of Lodi government welcomes citizen involvement	15%	42%	27%	10%	6%	100%	62
The City of Lodi government listens to citizens	9%	35%	23%	15%	18%	100%	50
Note: "don't know" responses have been removed.							

Service Provided by Lodi

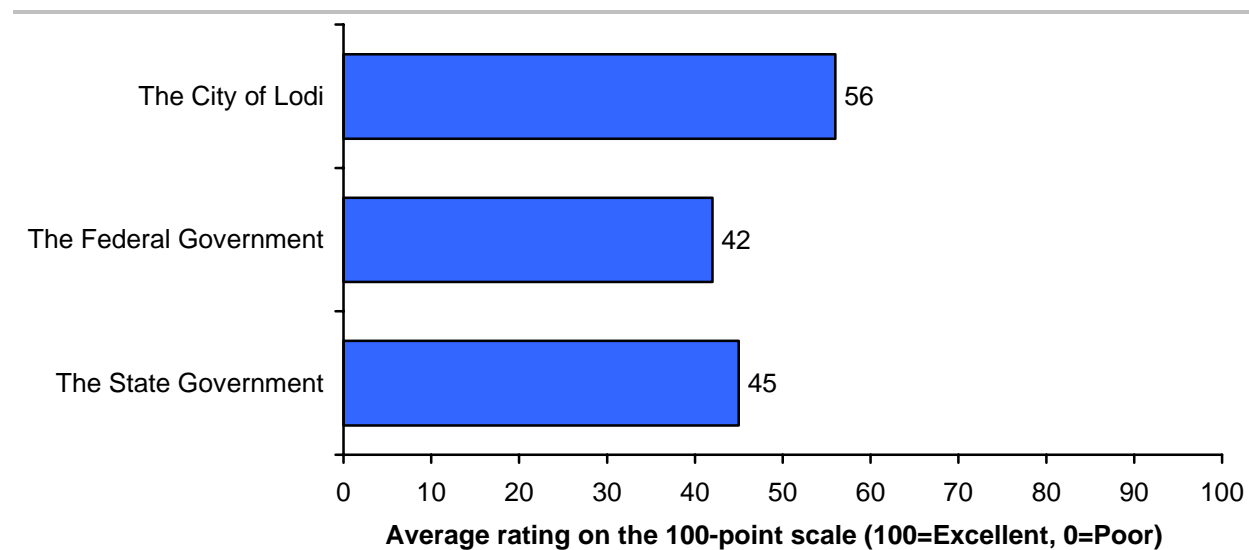
The responses of residents with an opinion about the overall quality of services provided by Lodi are shown in Figure 16 below. These responses result in an average rating of 56 on the 100-point scale. Average ratings given to specific services are shown on the following pages.

Figure 16: Overall Quality of Services Provided by the City of Lodi



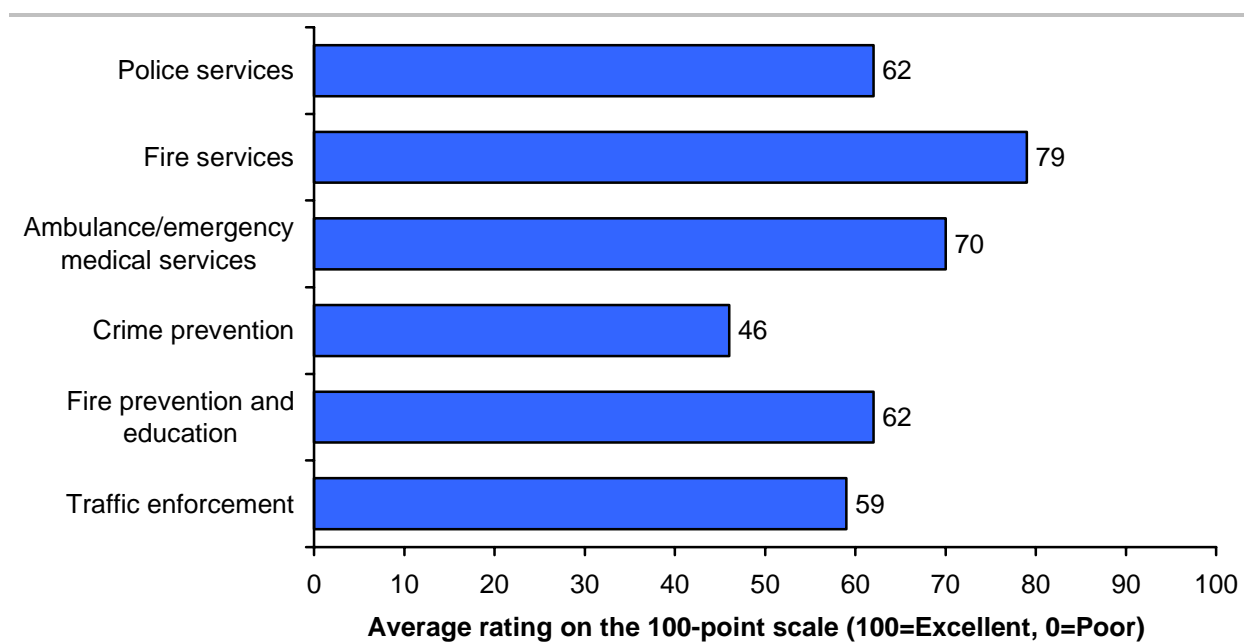
On average, residents of Lodi gave the highest evaluations to their own local government and the lowest average rating to the federal government.

Figure 17: Rating of Overall Quality of Services Provided by Various Levels of Government



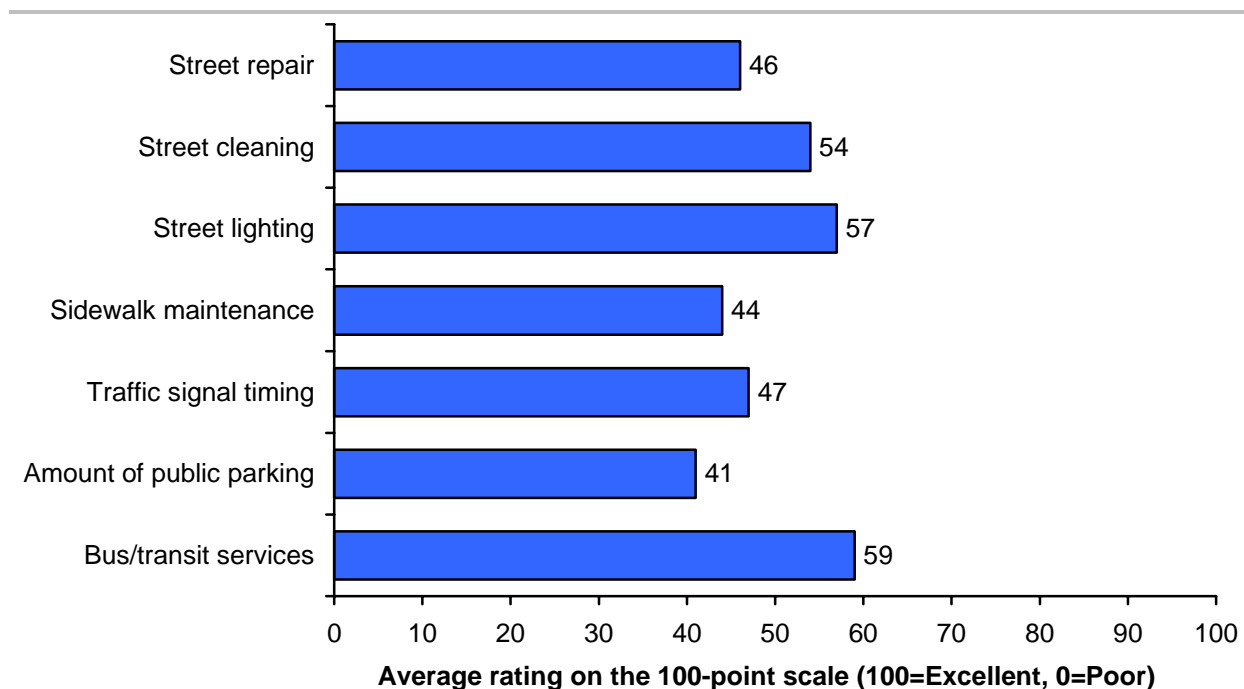
Overall Quality of Services: City of Lodi, Federal Government and State Government						
Overall, how would you rate the quality of services provided by...	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
The City of Lodi	19%	42%	29%	10%	100%	56
The Federal Government	8%	28%	46%	17%	100%	42
The State Government	7%	36%	40%	17%	100%	45

Note: "don't know" responses have been removed.

Figure 18: Quality of Public Safety Services

Quality of Public Safety Services

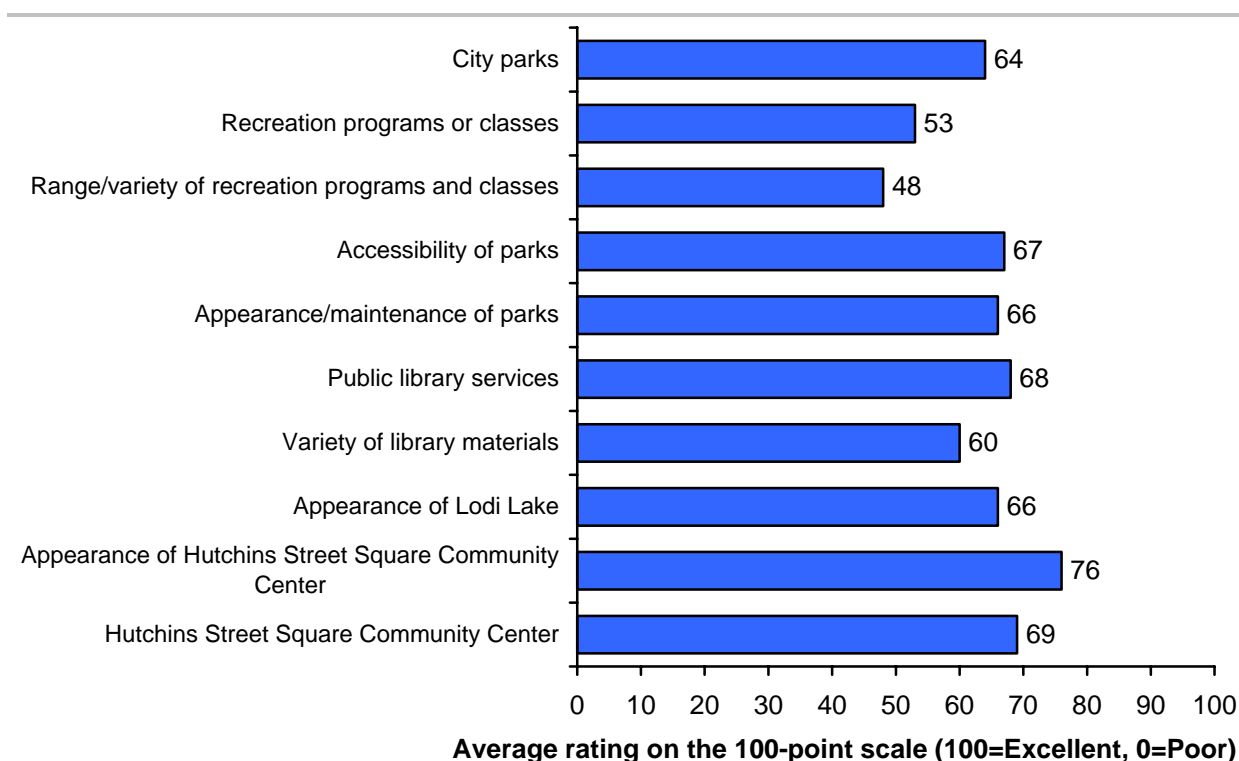
How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Police services	30%	38%	20%	12%	100%	62
Fire services	46%	44%	10%	0%	100%	79
Ambulance/emergency medical services	34%	47%	15%	5%	100%	70
Crime prevention	13%	32%	36%	20%	100%	46
Fire prevention and education	21%	50%	23%	6%	100%	62
Traffic enforcement	25%	38%	27%	10%	100%	59

Note: "don't know" responses have been removed.

Figure 19: Quality of Transportation Services


Quality of Transportation Services						Average rating on a 100-point scale (100=Excellent, 0=Poor)
How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	
Street repair	12%	35%	31%	22%	100%	46
Street cleaning	16%	44%	27%	13%	100%	54
Street lighting	19%	44%	26%	11%	100%	57
Sidewalk maintenance	11%	32%	33%	24%	100%	44
Traffic signal timing	7%	42%	35%	16%	100%	47
Amount of public parking	8%	34%	33%	25%	100%	41
Bus/transit services	14%	52%	30%	4%	100%	59

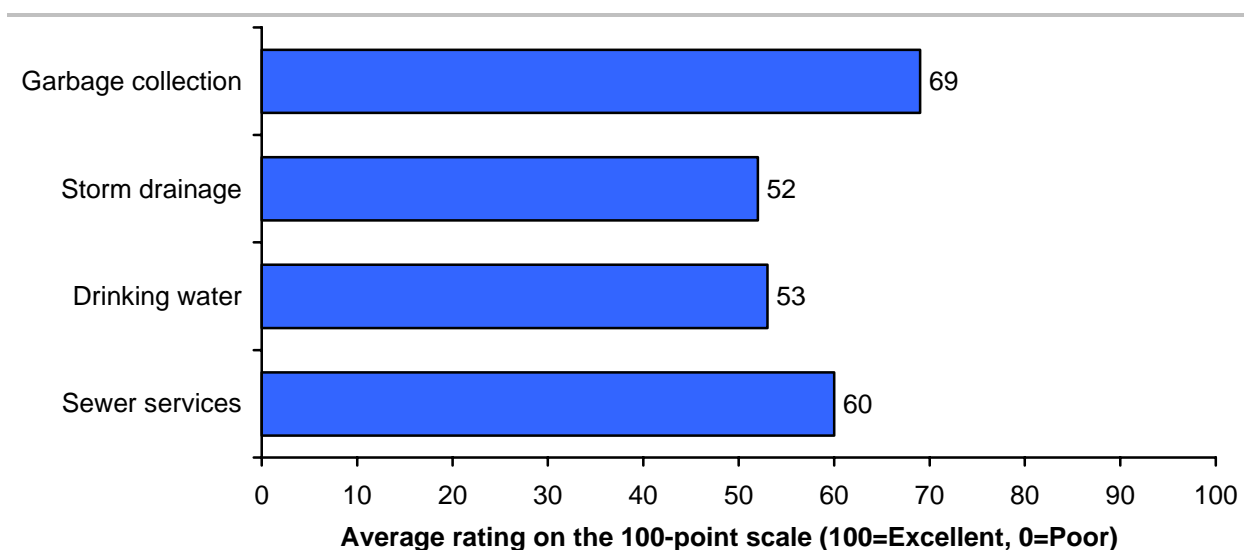
Note: "don't know" responses have been removed.

Figure 20: Quality of Leisure Services

Quality of Leisure Services

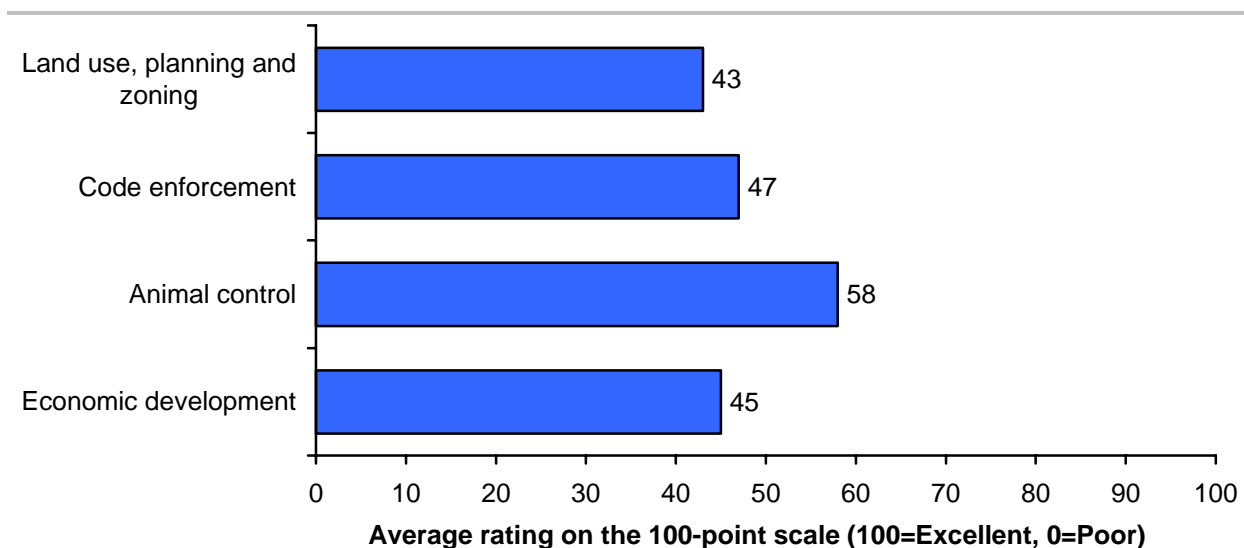
How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
City parks	28%	42%	25%	5%	100%	64
Recreation programs or classes	16%	40%	32%	12%	100%	53
Range/variety of recreation programs and classes	12%	36%	38%	15%	100%	48
Accessibility of parks	31%	42%	24%	3%	100%	67
Appearance/maintenance of parks	29%	42%	26%	3%	100%	66
Public library services	25%	54%	19%	2%	100%	68
Variety of library materials	19%	47%	29%	4%	100%	60
Hutchins Street Square Community Center	30%	47%	22%	1%	100%	69
Appearance of Hutchins Street Square Community Center	42%	42%	15%	0%	100%	76
Appearance of Lodi Lake	28%	47%	21%	4%	100%	66

Note: "don't know" responses have been removed.

Figure 21: Quality of Utility Services

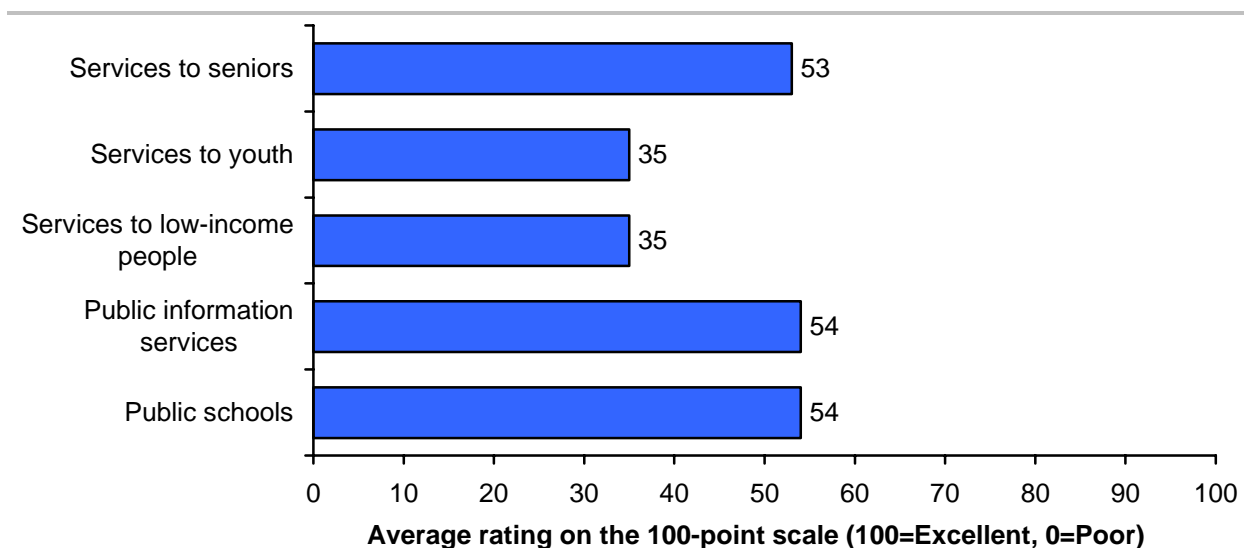


Quality of Utility Services						
How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Garbage collection	35%	42%	17%	6%	100%	69
Storm drainage	9%	48%	33%	10%	100%	52
Drinking water	17%	41%	28%	15%	100%	53
Sewer services	15%	54%	25%	6%	100%	60
Note: "don't know" responses have been removed.						

Figure 22: Quality of Planning and Code Enforcement Services

Quality of Planning and Code Enforcement Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Land use, planning and zoning	9%	34%	36%	21%	100%	43
Code enforcement (weeds, abandoned buildings, etc)	12%	36%	34%	19%	100%	47
Animal control	15%	53%	23%	10%	100%	58
Economic development	7%	34%	45%	13%	100%	45

Note: "don't know" responses have been removed.

Figure 23: Quality of Services to Special Populations and Other Services

Quality of Services to Special Populations and Other Services

How do you rate the quality of each of the following services?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Services to seniors	14%	41%	34%	11%	100%	53
Services to youth	8%	23%	35%	35%	100%	35
Services to low-income people	11%	19%	35%	36%	100%	35
Public information services	12%	44%	37%	7%	100%	54
Public schools	15%	42%	32%	11%	100%	54

Note: "don't know" responses have been removed.

The City of Lodi Employees

Impressions of the City of Lodi employees were assessed on the questionnaire. Those who had been in contact with a City of Lodi employee in the past year (53%) rated their overall impression as 60 on a 100-point scale.

Figure 24: Percent of Respondents Who Had Contact with a City of Lodi Employee

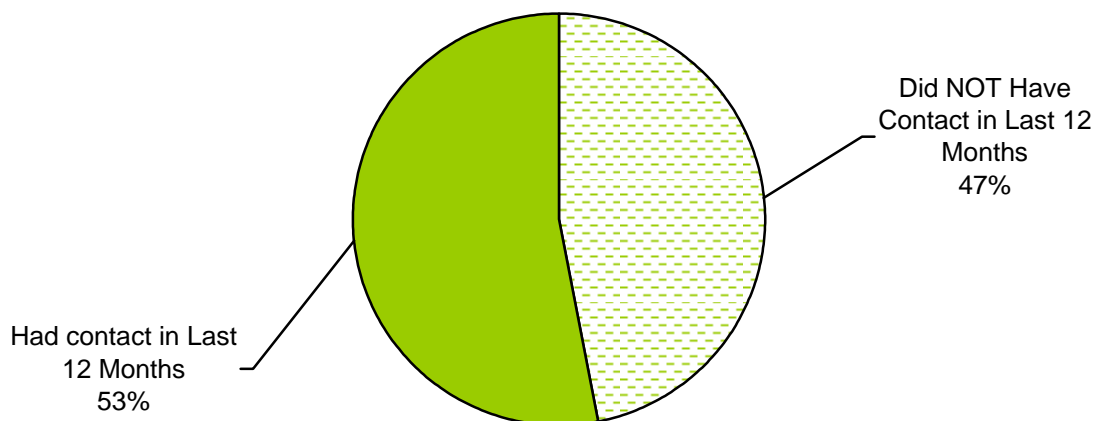
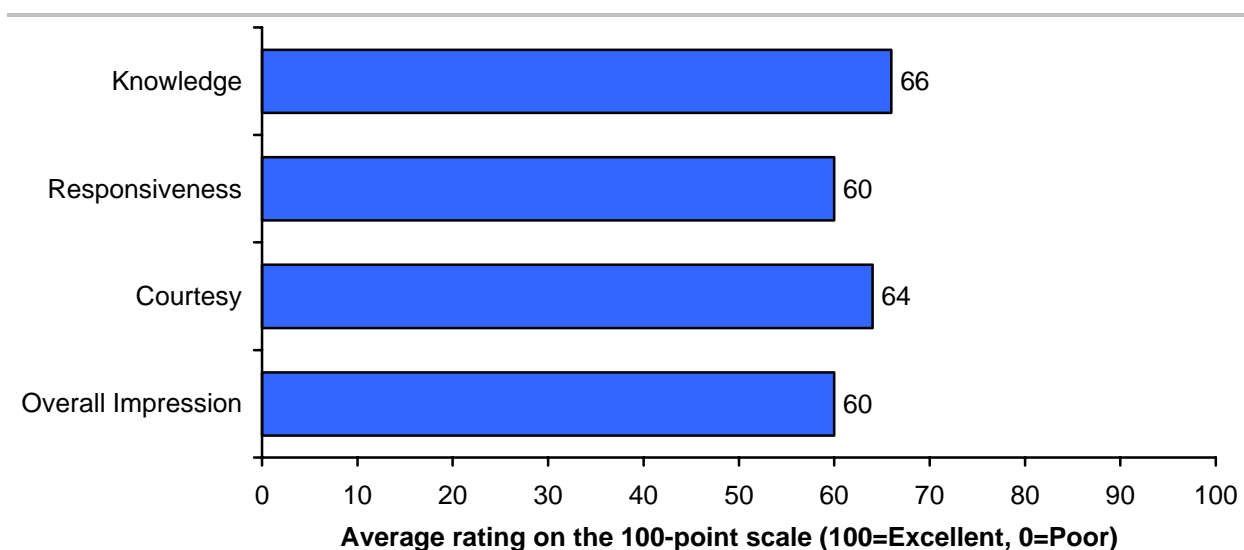


Figure 25: Ratings of Contact with the City of Lodi Employees



Ratings of Contact with City of Lodi Employees

What was your impression of employees of the City of Lodi in your most recent contact?	Excellent	Good	Fair	Poor	Total	Average rating on a 100-point scale (100=Excellent, 0=Poor)
Knowledge	27%	49%	19%	5%	100%	66
Responsiveness	31%	33%	22%	14%	100%	60
Courtesy	33%	35%	22%	10%	100%	64
Overall Impression	30%	31%	28%	11%	100%	60

Note: "don't know" responses have been removed.

ADDITIONAL QUESTIONS

Three additional questions were asked by the City of Lodi. The results for these questions are displayed below.

Policy Question #1											
On a scale of 1-10, with 1 being not at all important, 10 being most important, please rate how important, if at all, you feel it is for the City to do the following:	1	2	3	4	5	6	7	8	9	10	Total
Create affordable housing	8%	1%	7%	3%	11%	5%	7%	12%	5%	42%	100%
Stimulate economic development to create jobs and improve City revenue	2%	1%	3%	2%	7%	6%	12%	18%	13%	36%	100%
Rehabilitate and expand the Lodi Library	6%	5%	6%	9%	14%	9%	11%	15%	6%	19%	100%
Improve traffic circulation, sidewalks, and bike paths	3%	5%	6%	6%	14%	14%	9%	15%	9%	19%	100%
Construct parks and community centers	6%	4%	7%	7%	16%	10%	11%	15%	10%	14%	100%
Construct senior service facilities	3%	3%	5%	7%	17%	18%	8%	14%	6%	20%	100%
Construct a new animal shelter	9%	5%	7%	11%	18%	8%	9%	13%	7%	13%	100%
Rehabilitate the Grape Bowl	8%	5%	7%	8%	15%	9%	10%	16%	8%	13%	100%
Construct an aquatic center	17%	4%	8%	7%	14%	6%	11%	11%	8%	15%	100%
Construct an indoor sports center	18%	6%	7%	6%	10%	7%	8%	11%	9%	18%	100%

Policy Question #2

To what extent do you support or oppose a measure to increase sales tax by a quarter cent to fund increased police and fire services?

Strongly support	26%
Somewhat support	30%
Somewhat oppose	22%
Strongly oppose	22%
Total	100%

Note: "don't know" responses have been removed.

Policy Question #3

To what extent do you support or oppose a greenbelt from Interstate 5 to Highway 99 separating Lodi from Stockton?

Strongly support	68%
Somewhat support	17%
Somewhat oppose	11%
Strongly oppose	4%
Total	100%

Note: "don't know" responses have been removed.

APPENDIX A: FREQUENCY OF RESPONSES TO ALL SURVEY QUESTIONS

Question 1: Quality of Life Ratings						
	Excellent	Good	Fair	Poor	Don't know	Total
How do you rate Lodi as a place to live?	23%	51%	23%	2%	0%	100%
How do you rate your neighborhood as a place to live?	20%	39%	32%	8%	0%	100%
How do you rate Lodi as a place to raise children?	21%	43%	25%	5%	6%	100%
How do you rate Lodi as a place to work?	11%	30%	30%	15%	13%	100%
How do you rate Lodi as a place to retire?	18%	31%	29%	12%	10%	100%
How do you rate the overall quality of life in Lodi?	19%	46%	30%	3%	2%	100%

Question 2: Please rate each of the following characteristics as they relate to Lodi as a whole

	Excellent	Good	Fair	Poor	Don't know	Total
Sense of community	9%	40%	41%	6%	2%	100%
Openness and acceptance of the community towards people of diverse backgrounds	4%	26%	41%	25%	5%	100%
Overall appearance of Lodi	12%	56%	26%	5%	1%	100%
Opportunities to attend cultural activities	8%	33%	39%	14%	6%	100%
Shopping opportunities	8%	41%	39%	13%	0%	100%
Air quality	7%	40%	41%	12%	1%	100%
Recreational opportunities	6%	31%	39%	20%	5%	100%
Job opportunities	2%	13%	47%	27%	10%	100%
Access to affordable quality housing	1%	15%	36%	42%	5%	100%
Access to affordable quality child care	3%	9%	30%	18%	40%	100%
Access to affordable quality health care	3%	27%	35%	25%	10%	100%
Ease of car travel in Lodi	14%	50%	28%	6%	2%	100%
Ease of bus travel in Lodi	6%	33%	17%	5%	37%	100%
Ease of bicycle travel in Lodi	11%	40%	23%	8%	17%	100%
Ease of walking in Lodi	23%	44%	26%	5%	2%	100%
Educational opportunities	3%	38%	35%	12%	12%	100%
Overall image/reputation of Lodi	11%	52%	29%	5%	3%	100%
Overall quality of new development in Lodi	8%	41%	36%	8%	8%	100%

Question 3: Please rate the speed of growth in the following categories in Lodi over the past two years

	Much too slow	Somewhat too slow	Right amount	Somewhat too fast	Much too fast	Don't know	Total
Population growth	0%	2%	28%	40%	22%	7%	100%
Retail growth (stores, restaurants etc.)	5%	17%	46%	14%	11%	6%	100%
Jobs growth	17%	34%	15%	3%	1%	30%	100%

Question 4: To what degree are the following problems in Lodi

	Not a problem	Minor problem	Moderate problem	Major problem	Don't know	Total
Crime	0%	18%	51%	27%	2%	100%
Drugs	1%	13%	33%	44%	9%	100%
Too much growth	10%	21%	37%	24%	8%	100%
Lack of growth	47%	21%	14%	7%	11%	100%
Graffiti	9%	41%	25%	21%	3%	100%
Noise	18%	44%	24%	12%	2%	100%
Run down buildings, weed lots, or junk vehicles	11%	43%	29%	13%	4%	100%
Traffic congestion	20%	40%	28%	10%	2%	100%
Homelessness	7%	31%	29%	22%	11%	100%
Weeds	20%	43%	21%	11%	5%	100%
Absence of communications from the City of Lodi translated into languages other than English	35%	17%	12%	9%	27%	100%
Toxic waste or other environmental hazard(s)	20%	26%	14%	10%	30%	100%
Gangs	3%	13%	35%	39%	10%	100%

Question 5: Please rate how safe you feel from the following occurring to you in Lodi

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
Violent crime (e.g., rape, assault, robbery)	16%	27%	23%	19%	11%	3%	100%
Property crimes (e.g., burglary, theft)	7%	24%	15%	29%	23%	3%	100%
Fire	32%	36%	17%	7%	4%	4%	100%

Question 6: Please rate how safe you feel:							
	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know	Total
In your neighborhood during the day	53%	31%	5%	7%	2%	1%	100%
In your neighborhood after dark	26%	36%	14%	16%	7%	2%	100%
In Lodi's downtown area during the day	53%	31%	8%	3%	2%	2%	100%
In Lodi's downtown area after dark	14%	33%	21%	20%	8%	4%	100%
In Lodi's parks during the day	37%	39%	11%	6%	2%	5%	100%
In Lodi's parks after dark	5%	19%	14%	28%	22%	11%	100%

Question 7: During the past twelve months, were you or anyone in your household the victim of any crime?

	No	Yes	Don't know	Total
During the past twelve months, were you or anyone in your household the victim of any crime?	75%	24%	1%	100%

Question 8: If yes, was this crime (these crimes) reported to the police?

	No	Yes	Don't know	Total
If yes, was this crime (these crimes) reported to the police?	14%	81%	5%	100%

Question 9: In the last 12 months, about how many times, if ever, have you or other household members done the following things in the City of Lodi?

	Never	Once or twice	3 to 12 times	13 to 26 times	More than 26 times	Total
Used Lodi public libraries or their services	30%	27%	29%	7%	6%	100%
Participated in a recreation program or activity	53%	20%	18%	5%	3%	100%
Visited a neighborhood park or Lodi Lake	8%	23%	42%	15%	11%	100%
Ridden a local bus within Lodi	76%	10%	7%	3%	4%	100%
Attended a meeting of local elected officials or other local public meeting	80%	15%	4%	1%	0%	100%
Watched a meeting of local elected officials or other local public meeting on cable television	68%	17%	11%	3%	1%	100%
Volunteered your time to some group/activity in Lodi	64%	18%	10%	4%	4%	100%
Used the Internet to conduct business with Lodi	72%	13%	10%	3%	1%	100%
Attended an event at Hutchins Street Square Community Center	49%	34%	15%	1%	0%	100%

Question 10: How do you rate the quality of each of the following services in Lodi?

	Excellent	Good	Fair	Poor	Don't know	Total
Police services	29%	37%	19%	12%	3%	100%
Fire services	41%	39%	9%	0%	10%	100%
Ambulance/emergency medical services	29%	41%	13%	4%	13%	100%
Crime prevention	11%	29%	32%	18%	10%	100%
Fire prevention and education	17%	40%	19%	4%	20%	100%
Traffic enforcement	23%	36%	25%	9%	7%	100%
Garbage collection	35%	41%	17%	5%	2%	100%
Street repair	12%	34%	30%	21%	4%	100%
Street cleaning	16%	43%	27%	13%	2%	100%
Street lighting	19%	43%	26%	11%	1%	100%
Sidewalk maintenance	11%	31%	32%	23%	3%	100%
Traffic signal timing	7%	41%	34%	15%	3%	100%
Amount of public parking	7%	34%	32%	25%	2%	100%
Bus/transit services	9%	32%	18%	2%	39%	100%
Storm drainage	8%	45%	31%	9%	7%	100%
Drinking water	16%	39%	26%	15%	5%	100%
Sewer services	14%	49%	22%	5%	9%	100%
City parks	26%	41%	24%	5%	4%	100%
Recreation programs or classes	12%	29%	23%	9%	27%	100%
Range/variety of recreation programs and classes	8%	25%	26%	10%	31%	100%
Accessibility of parks	30%	40%	23%	3%	4%	100%
Appearance/maintenance of parks	28%	40%	25%	3%	3%	100%
Land use, planning and zoning	7%	29%	31%	18%	16%	100%
Code enforcement (weeds, abandoned buildings, etc)	10%	31%	29%	16%	14%	100%
Animal control	13%	46%	20%	8%	13%	100%
Economic development	6%	27%	36%	11%	21%	100%
Services to seniors	10%	27%	23%	8%	33%	100%
Services to youth	5%	16%	25%	24%	29%	100%
Services to low-income people	6%	11%	21%	21%	40%	100%
Public library services	22%	47%	16%	2%	14%	100%
Variety of library materials	16%	39%	24%	3%	17%	100%

Question 10: How do you rate the quality of each of the following services in Lodi?

	Excellent	Good	Fair	Poor	Don't know	Total
Public information services	10%	35%	30%	5%	20%	100%
Public schools	13%	36%	27%	9%	16%	100%
Hutchins Street Square Community Center	24%	38%	17%	0%	21%	100%
Appearance of Hutchins Street Square Community Center	39%	39%	14%	0%	8%	100%
Appearance of Lodi Lake	26%	44%	19%	4%	6%	100%

Question 11: Overall, how would you rate the quality of the services provided by...

	Excellent	Good	Fair	Poor	Don't know	Total
The City of Lodi	18%	40%	28%	10%	4%	100%
The Federal Government	7%	25%	40%	15%	13%	100%
The State Government	6%	32%	35%	15%	12%	100%

Question 12: Have you had any in-person or phone contact with an employee of the City of Lodi within the last 12 months?

	No	Yes	Total
Have you had any in-person or phone contact with an employee of the City of Lodi within the last 12 months?	47%	53%	100%

Question 13: What was your impression of the employees of the City of Lodi in your most recent contact?

	Excellent	Good	Fair	Poor	Don't know	Total
Knowledge	26%	47%	18%	5%	4%	100%
Responsiveness	30%	32%	22%	14%	3%	100%
Courtesy	32%	34%	21%	10%	4%	100%
Overall Impression	29%	30%	26%	11%	4%	100%

Question 14: Please rate your agreement or disagreement with the following statements.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total
I receive good value for the City of Lodi taxes I pay	14%	33%	24%	15%	6%	8%	100%
I am pleased with the overall direction that the City of Lodi is taking	13%	34%	21%	13%	13%	7%	100%
The City of Lodi government welcomes citizen involvement	12%	34%	22%	8%	5%	18%	100%
The City of Lodi government listens to citizens	7%	27%	18%	12%	14%	23%	100%

Question 15: What impact, if any, do you think the economy will have on your family income in the next 6 months?

	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Total
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	2%	16%	48%	31%	3%	100%

Question 16a: Policy Question 1											
On a scale of 1-10, with 1 being not at all important, 10 being most important, please rate how important, if at all, you feel it is for the City to do the following:	1	2	3	4	5	6	7	8	9	10	Total
Create affordable housing	8%	1%	7%	3%	11%	5%	7%	12%	5%	42%	100%
Stimulate economic development to create jobs and improve City revenue	2%	1%	3%	2%	7%	6%	12%	18%	13%	36%	100%
Rehabilitate and expand the Lodi Library	6%	5%	6%	9%	14%	9%	11%	15%	6%	19%	100%
Improve traffic circulation, sidewalks, and bike paths	3%	5%	6%	6%	14%	14%	9%	15%	9%	19%	100%
Construct parks and community centers	6%	4%	7%	7%	16%	10%	11%	15%	10%	14%	100%
Construct senior service facilities	3%	3%	5%	7%	17%	18%	8%	14%	6%	20%	100%
Construct a new animal shelter	9%	5%	7%	11%	18%	8%	9%	13%	7%	13%	100%
Rehabilitate the Grape Bowl	8%	5%	7%	8%	15%	9%	10%	16%	8%	13%	100%
Construct an aquatic center	17%	4%	8%	7%	14%	6%	11%	11%	8%	15%	100%
Construct an indoor sports center	18%	6%	7%	6%	10%	7%	8%	11%	9%	18%	100%
Question 16b: Policy Question 2											
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total					
To what extent do you support or oppose a measure to increase sales tax by a quarter cent to fund increased police and fire services?	24%	28%	20%	21%	7%	100%					

Question 16c: Policy Question 3						
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know	Total
To what extent do you support or oppose a greenbelt from Interstate 5 to Highway 99 separating Lodi from Stockton?	60%	16%	9%	4%	11%	100%

Question 17: Do you live within the City limits of the City of Lodi?			
	No	Yes	Total
Do you live within the limits of the City of Lodi?	5%	95%	100%

Question 18: Employment Status			
	No	Yes	Total
Are you currently employed?	30%	70%	100%

Question 18a: Usual Mode of Transportation to Work	
What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?	
Motorized vehicle	90%
Bus, Rail, Subway, or other public transportation	1%
Walk	3%
Work at home	3%
Other	3%
Total	100%

Question 18b: Drive Alone or Carpool			
	No	Yes	Total
If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people usually ride with you to or from work?	72%	28%	100%

Usual Mode of Transportation to Work, Including Carpooling

Usual mode of transportation to work	
Motorized vehicle, no others (SOV)	65%
Motorized vehicle, with others (MOV)	25%
Bus, rail, subway, or other public transportation	1%
Walk	3%
Work at home	3%
Other	3%
Total	100%

Question 19: Length of Residency

How many years have you lived in Lodi?	
Less than 2 years	7%
2 to 5 years	18%
6 to 10 years	17%
11 to 20 years	16%
More than 20 years	42%
Total	100%

Question 20: Type of Housing Unit

Which best describes the building you live in?	
One family house detached from any other houses	55%
One family house attached to one or more houses	11%
Building with two or more apartments or condominiums	27%
Mobile home	3%
Other	4%
Total	100%

Question 21: Tenure Status

	Rented for cash or occupied without cash payment?	Owned by you or someone in this house	Total
Is this house, apartment, or mobile home...	46%	54%	100%

Questions 22 to 25: Household Characteristics

	No	Yes	Total
Do any children age 12 or under live in your household?	66%	34%	100%
Do any teenagers ages 13 through 17 live in your household?	87%	13%	100%
Are you or any other members of your household aged 65 or older?	77%	23%	100%
Does any member of your household have a physical handicap or is anyone disabled?	82%	18%	100%

Question 26: Education

What is the highest degree or level of school you have completed?

12th Grade or less, no diploma	12%
High school diploma	20%
Some college, no degree	27%
Associate's degree (e.g. AA, AS)	18%
Bachelor's degree (e.g. BA, AB, BS)	17%
Graduate degree or professional degree	7%
Total	100%

Question 27: Annual Household Income

How much do you anticipate your household's total income before taxes will be for the current year?

Less than \$24,999	30%
\$25,000 to \$49,999	33%
\$50,000 to \$99,999	27%
\$100,000 or more	10%
Total	100%

Question 28: Ethnicity

	No	Yes	Total
Are you Spanish/Hispanic/Latino?	74%	26%	100%

Question 29: Race

What is your race?	Percent of Respondents
American Indian or Alaskan native	3%
Asian or Pacific Islander	5%
Black, African American	0%
White/Caucasian	76%
Other	21%
Total may exceed 100% as respondents could select more than one category.	

Question 30: Age

In which category is your age?	
18 to 24 years	4%
25 to 34 years	29%
35 to 44 years	17%
45 to 54 years	21%
55 to 64 years	11%
65 to 74 years	9%
75 years or older	10%
Total	100%

Question 31: Gender

	Female	Male	Total
What is your gender?	51%	49%	100%

Questions 32 to 34: Voter Status and Activity

	No	Yes	Don't know	Total
Are you registered to vote in your jurisdiction?	19%	73%	8%	100%
Did you vote in the last election?	31%	68%	1%	100%
Are you likely to vote in the next election?	13%	75%	12%	100%

APPENDIX B: SURVEY METHODOLOGY

The National Citizen Survey™ was developed to provide local jurisdictions an accurate, affordable and easy way to assess and interpret resident opinion about important community issues. While standardization of question wording and survey methods provide the rigor to assure valid results, each jurisdiction has enough flexibility to construct a customized version of The National Citizen Survey™ that asks residents about key local services and important local issues.

Results offer insight into residents' perspectives about local government performance and as such provide important benchmarks for jurisdictions working on performance measurement. The National Citizen Survey™ is designed to help with budget, land use and strategic planning as well as to communicate with local residents. The National Citizen Survey™ permits questions to test support for local policies and answers to its questions also speak to community trust and involvement in community-building activities as well as to resident demographic characteristics.

Sampling

Approximately 1,200 households were selected to participate in the survey using a stratified systematic sampling method.³ An individual within each household was selected using the birthday method.⁴

Survey Administration

Selected households received three mailings, one week apart, beginning May 2, 2007. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the City Manager inviting the household to participate, a questionnaire and postage-paid return envelope. The final mailing contained a reminder letter and another survey and postage-paid return envelope. Completed surveys were collected over the following five weeks.

Response Rate and Confidence Intervals

Of the 1,137 eligible households, 336 completed the survey providing a response rate of 30%. Approximately 63 addresses sampled were "vacant" or "not found."⁵ In general, the response rates obtained on citizen surveys range from 25% to 40%. The sample of households was selected systematically and impartially from a list of residences in the

³ Systematic sampling is a method that closely approximates random sampling by selecting every Nth address until the desired number of households is chosen.

⁴ The birthday method is a process to remove bias in the selection of a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys but leaving selection of respondent to household members will lead to bias.

⁵ "Eligible" households refer to addresses that belong to residences that are not vacant within the City of Lodi.

United States maintained by the U.S. postal service and sold to NRC through an independent vendor. For each household, one adult, selected in an unbiased fashion, was asked to complete the survey. The sample drawn for Lodi used USPS data to approximate the geographic boundaries of the jurisdiction, though some households just outside the city limits may have received surveys. The survey completers who technically do not reside in the jurisdiction may choose to respond to the survey because they feel an affiliation with the jurisdiction and its services. Local governments often have a sphere of influence – providing in-jurisdiction services that perimeter-residents use or even providing services outside the jurisdiction boundaries.

In theory, in 95 cases out of 100, the results based on such samples will differ by no more than 5 percentage points in either direction from what would have been obtained had responses been collected from all Lodi adults. This difference is also called a “margin of error.”⁶ This difference from the presumed population finding is referred to as the sampling error. For subgroups of responses, the margin of sampling error is larger. In addition to sampling error, the practical difficulties of conducting any survey of the public may introduce other sources of error. For example, the failure of some of the selected adults to participate in the sample or the difficulty of including all sectors of the population, such as residents of some institutions or group residences, may lead to somewhat different results.

Weighting and Analyzing the Data

The surveys were analyzed using the SPSS statistical package. Frequency distributions and average (mean) ratings are presented in the body of the report.

The demographic characteristics of the sample were compared to those of the City of Lodi as reflected in the information sent by staff to National Research Center, Inc. When necessary, survey results were statistically adjusted to reflect the known population profile.

Generally, two variables are used in a weighting scheme. Known population characteristics are compared to the characteristics of survey respondents. Characteristics chosen as weighting variables are generally selected because they are not in proportion to what is shown in a jurisdiction’s demographic profile and because differences in opinion are observed between subgroups of these characteristics. The socioeconomic characteristics that were used to weight the survey results were tenure, gender/age and ethnicity. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics, although the percentages are not always identical in the sample compared to the population norms. The results of the weighting scheme are presented in the table on the following page.

⁶ The margin of error was calculated using the following formula: $1.96 * \text{square root } (0.25/400)$. This margin of error is calculated in the most conservative way. The standard error was assumed to be the greatest for a binomial distribution: 50%/50%.

Weighting Scheme for the City of Lodi Citizen Survey				
Respondent Characteristics		Population Norm ⁷	Unweighted Survey Data	Weighted Survey Data
Tenure				
	Rent Home	45%	31%	46%
	Own Home	55%	69%	54%
Type of Housing Unit				
	Single-Family Detached	62%	68%	58%
	Attached	38%	32%	42%
Ethnicity				
	Non-Hispanic	73%	87%	74%
	Hispanic	27%	13%	26%
Race				
	White/Caucasian	74%	82%	71%
	Non-White	26%	18%	29%
Gender				
	Female	52%	61%	51%
	Male	48%	39%	49%
Age				
	18-34	32%	14%	33%
	35-54	37%	30%	37%
	55+	31%	56%	30%
Gender and Age				
	Females 18-34	15%	9%	15%
	Females 35-54	19%	18%	19%
	Females 55+	18%	34%	17%
	Males 18-34	17%	4%	17%
	Males 35-54	18%	12%	19%
	Males 55+	13%	22%	13%

⁷ Source: 2000 Census

APPENDIX C: SURVEY MATERIALS

The following pages contain copies of the survey materials sent to randomly selected households within the City of Lodi. All households selected for inclusion in the study were first sent a prenotification postcard informing them that they would be receiving a questionnaire within the following week. A week later, a cover letter and survey were sent, with a postage paid return envelope. Two weeks later a second cover letter and survey were sent. The second cover letter asked that those who had responded not do so again, while urging those who had not yet returned their surveys to please do so.



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**CITY HALL, 221 W. PINE ST.
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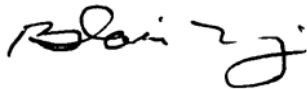
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P.O. BOX 3006
LODI, CALIFORNIA 95241-1910**

Dear City of Lodi Resident,

Your household has been randomly selected to participate in a citizen survey about the City of Lodi. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

Sincerely,



Blair King
City Manager/ Administrador de la Ciudad

Estimado residente de la ciudad de Lodi,

Su hogar ha sido seleccionado para participar en una encuesta anónima de ciudadanos sobre la Ciudad de Lodi. Usted recibirá una copia de la encuesta la próxima semana por correo con instrucciones en completar y regresar la encuesta. Gracias de antemano por su ayuda con este proyecto importante!

Atentamente,

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Your household has been randomly selected to participate in a citizen survey about the City of Lodi. You will receive a copy of the survey next week in the mail with instructions for completing and returning it. Please be assured that your answers will be kept anonymous. Thank you in advance for helping us with this important project!

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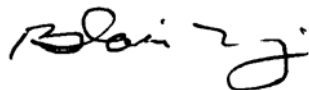
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Atentamente,



City of Lodi

CITY HALL, 221 WEST PINE STREET
LODI, CA 95240
(209) 333-6700
FAX (209) 333-6807

May 2007

Dear Lodi Resident:

The City of Lodi wants to know what you think about our community and City government. You have been randomly selected to participate in Lodi's 2007 Citizen Survey.

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Lodi. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés por favor llámenos al número (209) 333-6702 para pedir una copia de la encuesta en español. Todas sus respuestas se quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cual está con franqueo pagado. Muchas gracias.

Please take a few minutes to fill out the enclosed Citizen Survey. Your answers will help the Lodi City Council make decisions that affect our community. You should find the questions interesting and we will definitely find your answers useful. Please participate!

To get a representative sample of Lodi residents, the adult (anyone 18 years or older) in your household who most recently had a birthday should complete this survey. Year of birth of the adult does not matter.

Please have the appropriate member of the household spend the few minutes to answer all the questions and return the survey in the enclosed postage-paid envelope. **Your responses will remain completely anonymous.**

Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. If you have any questions about the Citizen Survey please call 209-333-6702.

Please help us shape the future of Lodi. Thank you for your time and participation.

Sincerely,

Blair King
City Manager/Administrador de la Ciudad



City of Lodi

CITY HALL, 221 WEST PINE STREET
LODI, CA 95240
(209) 333-6700
FAX (209) 333-6807

May 2007

Dear Lodi Resident:

About one week ago, you should have received a copy of the enclosed survey. **If you completed it and sent it back, we thank you for your time and ask you to discard this survey. Please do not respond twice.** If you have not had a chance to complete the survey, we would appreciate your response. The City of Lodi wants to know what you think about our community and municipal government. You have been randomly selected to participate in The City of Lodi's 2007 Citizen Survey.

En este documento la Ciudad le da a usted una oportunidad importante para decirnos lo que piensa de los servicios de la Ciudad, y su opinión de la calidad de vida aquí en Lodi. Se seleccionó su hogar al azar para participar en esta encuesta. Si usted no puede hacer la encuesta incluida en inglés, por favor llámenos al número (209) 333-6702 para pedir una copia de la encuesta en español. Todas sus respuestas se quedarán completamente anónimas. ¡Deseamos sus opiniones! Favor de entregar la encuesta en el sobre adjunto, lo cuál está con franqueo pagado. Muchas gracias.

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THE CITY OF LODI 2007 CITIZEN SURVEY

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please circle the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please circle the number that comes closest to your opinion for each of the following questions:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
How do you rate Lodi as a place to live?.....	1	2	3	4	5
How do you rate your neighborhood as a place to live?	1	2	3	4	5
How do you rate Lodi as a place to raise children?.....	1	2	3	4	5
How do you rate Lodi as a place to work?	1	2	3	4	5
How do you rate Lodi as a place to retire?	1	2	3	4	5
How do you rate the overall quality of life in Lodi?	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Lodi as a whole:

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Sense of community	1	2	3	4	5
Openness and acceptance of the community towards people of diverse backgrounds	1	2	3	4	5
Overall appearance of Lodi	1	2	3	4	5
Opportunities to attend cultural activities.....	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Air quality	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Job opportunities	1	2	3	4	5
Access to affordable quality housing	1	2	3	4	5
Access to affordable quality child care	1	2	3	4	5
Access to affordable quality health care.....	1	2	3	4	5
Ease of car travel in Lodi	1	2	3	4	5
Ease of bus travel in Lodi	1	2	3	4	5
Ease of bicycle travel in Lodi	1	2	3	4	5
Ease of walking in Lodi.....	1	2	3	4	5
Educational opportunities	1	2	3	4	5
Overall image/reputation of Lodi.....	1	2	3	4	5
Overall quality of new development in Lodi.....	1	2	3	4	5

3. Please rate the speed of growth in the following categories in Lodi over the past 2 years:

	<u>Much too slow</u>	<u>Somewhat too slow</u>	<u>Right amount</u>	<u>Somewhat too fast</u>	<u>Much too fast</u>	<u>Don't know</u>
Population growth	1	2	3	4	5	6
Retail growth (stores, restaurants etc.).....	1	2	3	4	5	6
Jobs growth	1	2	3	4	5	6

4. To what degree, if at all, are the following problems in Lodi:

	<u>Not a problem</u>	<u>Minor problem</u>	<u>Moderate problem</u>	<u>Major problem</u>	<u>Don't know</u>
Crime	1	2	3	4	5
Drugs	1	2	3	4	5
Too much growth	1	2	3	4	5
Lack of growth	1	2	3	4	5
Graffiti	1	2	3	4	5
Noise.....	1	2	3	4	5
Run down buildings, weed lots, or junk vehicles	1	2	3	4	5
Traffic congestion	1	2	3	4	5
Homelessness	1	2	3	4	5
Weeds.....	1	2	3	4	5
Absence of communications from the City of Lodi translated into languages other than English.....	1	2	3	4	5
Toxic waste or other environmental hazard(s)	1	2	3	4	5
Gangs	1	2	3	4	5

5. Please rate how safe you feel from the following occurring to you in Lodi:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
Violent crime (e.g., rape, assault, robbery)	1	2	3	4	5	6
Property crimes (e.g., burglary, theft)	1	2	3	4	5	6
Fire	1	2	3	4	5	6

6. Please rate how safe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In your neighborhood after dark	1	2	3	4	5	6
In Lodi's downtown area during the day	1	2	3	4	5	6
In Lodi's downtown area after dark.....	1	2	3	4	5	6
In Lodi's parks during the day.....	1	2	3	4	5	6
In Lodi's parks after dark	1	2	3	4	5	6

7. During the past twelve months, were you or anyone in your household the victim of any crime?

- ☐ No → Go to question #9 ☐ Yes → Go to question #8 ☐ Don't know

8. If yes, was this crime (these crimes) reported to the police?

- ☐ No ☐ Yes ☐ Don't know

9. In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Lodi?

	<u>Never</u>	<u>Once or twice</u>	<u>3 to 12 times</u>	<u>13 to 26 times</u>	<u>More than 26 times</u>
Used Lodi public libraries or their services	1	2	3	4	5
Visited a neighborhood park or Lodi Lake	1	2	3	4	5
Participated in a recreation program or activity	1	2	3	4	5
Ridden a local bus within Lodi	1	2	3	4	5
Attended a meeting of local elected officials or other local public meeting.....	1	2	3	4	5
Watched a meeting of local elected officials or other local public meeting on cable television or the Internet	1	2	3	4	5
Volunteered your time to some group/activity in Lodi.....	1	2	3	4	5
Used the Internet to conduct business with Lodi.....	1	2	3	4	5
Attended an event at Hutchins Street Square Community Center.....	1	2	3	4	5

10. How do you rate the quality of each of the following services in Lodi?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Police services.....	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance/emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Amount of public parking	1	2	3	4	5
Bus/transit services.....	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes.....	1	2	3	4	5
Range/variety of recreation programs and classes	1	2	3	4	5
Accessibility of parks	1	2	3	4	5
Appearance/maintenance of parks.....	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Services to seniors	1	2	3	4	5
Services to youth	1	2	3	4	5
Services to low-income people.....	1	2	3	4	5
Public library services	1	2	3	4	5
Variety of library materials	1	2	3	4	5
Public information services.....	1	2	3	4	5
Public schools.....	1	2	3	4	5
Hutchins Street Square Community Center	1	2	3	4	5
Appearance of Hutchins Street Square Community Center.....	1	2	3	4	5
Appearance of Lodi Lake.....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Lodi.....	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State Government	1	2	3	4	5

12. Have you had any in-person or phone contact with an employee of the City of Lodi within the last 12 months (including police, receptionists, planners or any others)?

☐ No → Go to question #14 ☐ Yes → Go to question #13

13. What was your impression of employees of the City of Lodi in your most recent contact? (Rate each characteristic below.)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Knowledge	1	2	3	4	5
Responsiveness.....	1	2	3	4	5
Courtesy	1	2	3	4	5
Overall impression	1	2	3	4	5

14. Please rate the following statements by circling the number that most clearly represents your opinion:

	Strongly <u>agree</u>	Somewhat <u>agree</u>	Neither agree <u>nor disagree</u>	Somewhat <u>disagree</u>	Strongly <u>disagree</u>	Don't <u>know</u>
I receive good value for the City of Lodi taxes I pay	1	2	3	4	5	6
I am pleased with the overall direction that the City of Lodi is taking	1	2	3	4	5	6
The City of Lodi government welcomes citizen involvement	1	2	3	4	5	6
The City of Lodi government listens to citizens	1	2	3	4	5	6

15. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- ☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

16. Please check the response that comes closest to your opinion for each of the following questions:**a) On a scale from 1-10, with 1 being not at all important, 10 being most important, please rate how important, if at all, you feel it is for the City to do the following (circle one answer for each):**

	Not at all <u>important</u>					Most <u>important</u>				
Create affordable housing	1	2	3	4	5	6	7	8	9	10
Stimulate economic development to create jobs and improve City revenue	1	2	3	4	5	6	7	8	9	10
Rehabilitate and expand the Lodi Library	1	2	3	4	5	6	7	8	9	10
Improve traffic circulation, sidewalks, and bike paths	1	2	3	4	5	6	7	8	9	10
Construct parks and community centers	1	2	3	4	5	6	7	8	9	10
Construct senior service facilities	1	2	3	4	5	6	7	8	9	10
Construct a new animal shelter	1	2	3	4	5	6	7	8	9	10
Rehabilitate the Grape Bowl	1	2	3	4	5	6	7	8	9	10
Construct an aquatic center	1	2	3	4	5	6	7	8	9	10
Construct an indoor sports center	1	2	3	4	5	6	7	8	9	10

b) To what extent do you support or oppose a measure to increase sales tax by a quarter cent to fund increased police and fire services?

- ☐ Strongly support
☐ Somewhat support
☐ Somewhat oppose
☐ Strongly oppose
☐ Don't know

c) To what extent do you support or oppose a greenbelt from Interstate 5 to Highway 99 separating Lodi from Stockton?

- ☐ Strongly support
☐ Somewhat support
☐ Somewhat oppose
☐ Strongly oppose
☐ Don't know

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

17. Do you live within the City limits of the City of Lodi?

- ☐ No ☐ Yes

18. Are you currently employed?

- ☐ No → Go to question #19
☐ Yes → Go to question #18a

18a. What one method of transportation do you usually use (for the longest distance of your commute) to travel to work?

- ☐ Motorized vehicle (e.g. car, truck, van, motorcycle etc...)
☐ Bus, Rail, Subway, or other public transportation
☐ Walk
☐ Work at home
☐ Other

18b. If you checked the motorized vehicle (e.g. car, truck, van, motorcycle, etc.) box in 18a, do other people (adults or children) usually ride with you to or from work?

- ☐ No ☐ Yes

19. How many years have you lived in Lodi?

- ☐ Less than 2 years ☐ 11-20 years
☐ 2-5 years ☐ More than 20 years
☐ 6-10 years

20. Which best describes the building you live in?

- ☐ One family house detached from any other houses
☐ House attached to one or more houses (e.g., a duplex or townhome)
☐ Building with two or more apartments or condominiums
☐ Mobile home
☐ Other

21. Is this house, apartment, or mobile home...

- ☐ Rented for cash or occupied without cash payment?
☐ Owned by you or someone in this house with a mortgage or free and clear?

22. Do any children 12 or under live in your household?

- ☐ No ☐ Yes

23. Do any teenagers aged between 13 and 17 live in your household?

- ☐ No ☐ Yes

24. Are you or any other members of your household aged 65 or older?

- ☐ No ☐ Yes

25. Does any member of your household have a physical handicap or is anyone disabled?

- ☐ No ☐ Yes

26. What is the highest degree or level of school you have completed? (mark one box)

- ☐ 12th Grade or less, no diploma
☐ High school diploma
☐ Some college, no degree
☐ Associate's degree (e.g. AA, AS)
☐ Bachelor's degree (e.g. BA, AB, BS)
☐ Graduate degree or professional degree

27. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$24,999
☐ \$25,000 to \$49,999
☐ \$50,000 to \$99,999
☐ \$100,000 or more

28. Are you Spanish/Hispanic/Latino?

- ☐ No ☐ Yes

29. What is your race? (Mark one or more races to indicate what race you consider yourself to be)

- ☐ American Indian or Alaskan native
☐ Asian or Pacific Islander
☐ Black, African American
☐ White/Caucasian
☐ Other

30. In which category is your age?

- ☐ 18-24 years ☐ 55-64 years
☐ 25-34 years ☐ 65-74 years
☐ 35-44 years ☐ 75 years or older
☐ 45-54 years

31. What is your sex?

- ☐ Female ☐ Male

32. Are you registered to vote in your jurisdiction?

- ☐ No ☐ Yes ☐ Don't know

33. Did you vote in the last election?

- ☐ No ☐ Yes ☐ Don't know

34. Are you likely to vote in the next election?

- ☐ No ☐ Yes ☐ Don't know

**Thank you for completing this survey. Please return the completed survey in the postage paid envelope to:
National Research Center, Inc., 3005 30th St., Boulder, CO 80301**



City of Lodi

CITY HALL, 221 WEST PINE STREET
LODI, CA 95240
(209) 333-6700
FAX (209) 333-6807

Mayo 2007

Estimado residente de Lodi:

La Ciudad de Lodi desea saber qué piensa usted sobre la comunidad y el gobierno municipal. **Su hogar es uno de entre de algunos hogares seleccionados al azar para participar en la Ciudad de Lodi 2007 Encuesta de los Ciudadanos.**

Por favor tome unos pocos minutos para llenar la Encuesta de Ciudadanos adjunta. Sus respuestas ayudarán a que el Concejo de la Ciudad tome decisiones para mejorar la entrega de los servicios a nuestra comunidad. Encontrará que las preguntas son interesantes y nosotros definitivamente encontraremos que sus respuestas son útiles. ¡Por favor participe!

Para obtener una verdadera muestra representativa de los residentes de Lodi, solicitamos que llene la encuesta el adulto que haya tenido su cumpleaños más recientemente. La edad del adulto no importa siempre que tenga 18 años de edad o más. Al seleccionar de ésta forma a la persona que debe llenar la encuesta, se asegura que la encuesta en los hogares de la ciudad mejorara la exactitud de los resultados. Por favor tenga usted la seguridad de que se mantendrán anónimas.

Por favor, haga que el adecuado miembro del hogar pase unos minutos contestando todas las preguntas y devuelva la encuesta en el sobre adjunto con el franqueo pagado. Si tiene alguna pregunta acerca de la Encuesta de los Ciudadanos por favor llamanos (209) 333-6702.

Su participación en esta encuesta es muy importante especialmente puesto que su hogar es uno del pequeño numero que está siendo encuestado. Por favor, ayúdenos a darle forma al futuro de Lodi. Gracias por su tiempo y participacion.

Sinceramente,

Blair King
Administrador de la Ciudad

ENCUESTA CIUDADANA DEL 2007 DE LA CIUDAD DE LODI

Por favor complete este cuestionario si usted es el adulto (18 años o más) de su casa que más recientemente haya celebrado su cumpleaños. El año de nacimiento del adulto no importa. Por favor encierre en un círculo la respuesta que mejor represente su opinión en cada pregunta. Sus respuestas son anónimas y solo serán reportadas en forma general.

1. Por favor haga un círculo en el número que mejor represente su opinión para cada una de las siguientes preguntas:

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
¿Cómo evalúa a Lodi como lugar de residencia?	1	2	3	4	5
¿Cómo evalúa su vecindario como lugar de residencia?	1	2	3	4	5
¿Cómo evalúa la Ciudad de Lodi como lugar para criar a sus hijos?	1	2	3	4	5
¿De qué manera clasifica Lodi como lugar de trabajo?	1	2	3	4	5
¿Cómo evalúa la Ciudad de Lodi como lugar para retirarse?	1	2	3	4	5
¿Cómo evalúa la calidad de vida en general en la Ciudad de Lodi?	1	2	3	4	5

2. Por favor evalúe la forma en que cada una de las siguientes características se relaciona en general con la Ciudad de Lodi:

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
Sentido de cooperación comunitaria	1	2	3	4	5
Aceptación de la comunidad a gente de diferentes antecedentes.....	1	2	3	4	5
Aspecto general de la Ciudad de Lodi.....	1	2	3	4	5
Oportunidades para asistir a actividades culturales.....	1	2	3	4	5
Suficientes lugares de compra	1	2	3	4	5
Calidad del medio ambiente (aire).....	1	2	3	4	5
Oportunidades de recreación	1	2	3	4	5
Oportunidades de empleo	1	2	3	4	5
Disponibilidad de viviendas a precios accesibles.....	1	2	3	4	5
Guarderías infantiles a precios accesibles.....	1	2	3	4	5
Asistencia médica a precios accesibles	1	2	3	4	5
Facilidad para andar en carro.....	1	2	3	4	5
Facilidad para andar en autobús	1	2	3	4	5
Facilidad para andar en bicicleta.....	1	2	3	4	5
Facilidad para caminar	1	2	3	4	5
Oportunidades educativas.....	1	2	3	4	5
Imagen/reputación general de Lodi	1	2	3	4	5
Calidad general de desarrollo nuevo en Lodi	1	2	3	4	5

3. Por favor evalúe la rapidez de crecimiento durante los últimos 2 años en las siguientes categorías:

	<u>demasiado</u> <u>lento</u>	<u>un poco</u> <u>lento</u>	<u>cantidad</u> <u>apropiada</u>	<u>un poco</u> <u>rápido</u>	<u>muy</u> <u>rápido</u>	<u>no</u> <u>sé</u>
Crecimiento de la población	1	2	3	4	5	6
Crecimiento del comercio (tiendas, restaurantes, etc.)...	1	2	3	4	5	6
Aumento de oportunidad de empleo	1	2	3	4	5	6

4. ¿A que nivel, si es que existe alguno, se encuentran los siguientes problemas en la Ciudad de Lodi?:

	<u>no hay problema</u>	<u>problema menor</u>	<u>problema moderado</u>	<u>gran problema</u>	<u>no sé</u>
Crimen	1	2	3	4	5
Drogas	1	2	3	4	5
Demasiado crecimiento	1	2	3	4	5
Falta de crecimiento	1	2	3	4	5
Graffiti	1	2	3	4	5
Ruido	1	2	3	4	5
Edificios sin mantenimiento, terrenos con mala hierba, vehículos abandonados	1	2	3	4	5
Congestión de tránsito.....	1	2	3	4	5
Indigencia	1	2	3	4	5
Mala hierba / maleza	1	2	3	4	5
Ausencia de comunicaciones del Ciudad de Lodi traducidas a idiomas excepto el inglés.....	1	2	3	4	5
Desecho tóxico u otro(s) peligro(s) ambiental(es).....	1	2	3	4	5
Pandillas	1	2	3	4	5

5. Por favor indique que tan seguro se siente contra las cosas que podrían ocurrirle a usted en Lodi:

	<u>muy seguro</u>	<u>más o menos seguro</u>	<u>ni seguro ni inseguro</u>	<u>más o menos inseguro</u>	<u>muy inseguro</u>	<u>no sé</u>
Crímenes violentos (Ej. violación, asalto, robo)	1	2	3	4	5	6
Delitos contra su propiedad (Ej. asalto, robo)	1	2	3	4	5	6
Incendios	1	2	3	4	5	6

6. Por favor indique que tan seguro se siente:

	<u>muy seguro</u>	<u>más o menos seguro</u>	<u>ni seguro ni inseguro</u>	<u>más o menos inseguro</u>	<u>muy inseguro</u>	<u>no sé</u>
En su vecindario durante el día	1	2	3	4	5	6
En su vecindario durante la noche	1	2	3	4	5	6
En el centro de la Ciudad durante el día	1	2	3	4	5	6
En el centro de la Ciudad durante la noche	1	2	3	4	5	6
En los parques durante el día.....	1	2	3	4	5	6
En los parques durante la noche.....	1	2	3	4	5	6

7. Durante los últimos 12 meses, ¿usted o alguno de los miembros de su familia fue víctima de algún crimen

☐ No → Vaya a la pregunta #9 ☐ Sí → Vaya a la pregunta #8 ☐ No sé

8. ¿Si usted marcó sí, denunció esos crímenes a la policía?

☐ No ☐ Sí ☐ No sé

9. Durante los últimos 12 meses, ¿cuántas veces (usted o algún miembro de su familia) participó en las siguientes actividades en la Ciudad de Lodi?

	<u>Nunca</u>	<u>1 ó 2 veces</u>	<u>3 a 12 veces</u>	<u>13 a 26 veces</u>	<u>más de 26 veces</u>
Utilizó las bibliotecas públicas de Lodi y sus servicios.....	1	2	3	4	5
Visitó un parque del vecindario o de la Ciudad o el Lago Lodi	1	2	3	4	5
Participó en programas o actividades recreativas.....	1	2	3	4	5
Utilizó un autobús local dentro de la Ciudad	1	2	3	4	5
Asistió a una reunión de autoridades locales u otra reunión pública....	1	2	3	4	5
Vio por cable (TV) o Internet una reunión de autoridades locales u otra reunión pública.....	1	2	3	4	5
Trabajó de voluntario en algún grupo o actividad	1	2	3	4	5
Utilizó la Internet para hacer negocios con la Ciudad de Lodi	1	2	3	4	5
Asistió a un evento en el Centro Comunitario Hutchins Street Square.1	1	2	3	4	5

10. ¿Cómo evalúa la calidad de cada uno de los siguientes servicios en la Ciudad de Lodi?

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
Servicios de la Policía.....	1	2	3	4	5
Servicios de Bomberos.....	1	2	3	4	5
Servicios de Ambulancia / Médicos de Emergencia	1	2	3	4	5
Prevención de Crímenes	1	2	3	4	5
Educación y Prevención contra Incendios	1	2	3	4	5
Imposición de las Leyes de Tránsito	1	2	3	4	5
Recolección de Basura.....	1	2	3	4	5
Reparación de Calles	1	2	3	4	5
Limpieza de Calles	1	2	3	4	5
Iluminación de Calles.....	1	2	3	4	5
Mantenimiento de Aceras / Veredas	1	2	3	4	5
Regulación de Semáforos / Señales de Tránsito	1	2	3	4	5
Disponibilidad de Estacionamiento Público.....	1	2	3	4	5
Servicios de Autobús / Transporte	1	2	3	4	5
Drenajes	1	2	3	4	5
Agua Potable	1	2	3	4	5
Servicios de Cañería	1	2	3	4	5
Parques de Ciudad	1	2	3	4	5
Clases o Programas Recreativos	1	2	3	4	5
Cantidad / Variedad de Clases o Programas Recreativos	1	2	3	4	5
Accesibilidad a los Parques.....	1	2	3	4	5
Aspecto y Mantenimiento de Parques.....	1	2	3	4	5
Uso, Planificación y Zonificación de Terreno	1	2	3	4	5
Imposición de las Ordenanzas (mala hierba, maleza, edificios abandonados, etc.)	1	2	3	4	5
Control de Animales	1	2	3	4	5
Desarrollo Económico.....	1	2	3	4	5
Servicios para Personas Mayores (de la tercera edad, ciudadanos de oro, "seniors")	1	2	3	4	5
Servicios para Jóvenes	1	2	3	4	5
Servicios para Personas de Bajos Recursos	1	2	3	4	5
Servicios de Bibliotecas Públicas	1	2	3	4	5
Variedad de Materiales en la Biblioteca	1	2	3	4	5
Servicios de Información Pública	1	2	3	4	5
Escuelas Públicas.....	1	2	3	4	5
Hutchins Street Square	1	2	3	4	5
Apariencia de Hutchins Street Square	1	2	3	4	5
Accesibilidad al Lago Lodi	1	2	3	4	5

11. En general, ¿cómo evalúa usted los servicios suministrados por...

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
la Ciudad de Lodi.....	1	2	3	4	5
el Gobierno Federal	1	2	3	4	5
el Gobierno Estatal	1	2	3	4	5

12. ¿Ha tenido contacto personal o por teléfono con algún empleado de la Ciudad de Lodi durante los últimos 12 meses (incluyendo policías, recepcionistas, planificadores u otros)?

- ☐ No → Vaya a la pregunta #14 ☐ Sí → Vaya a la pregunta #13

13. ¿Cuál fue su impresión de los empleados de la Ciudad de Lodi en su más reciente contacto? (Evalúe cada característica abajo.)

	<u>Excelente</u>	<u>Bueno</u>	<u>Pasable</u>	<u>Bajo</u>	<u>No sé</u>
Conocimiento	1	2	3	4	5
Simpatía	1	2	3	4	5
Cortesía.....	1	2	3	4	5
Impresión General.....	1	2	3	4	5

14. Por favor evalúe las siguientes declaraciones haciendo un círculo en el número que represente mejor su opinión:

	<u>Completamente de acuerdo</u>	<u>Más o menos de acuerdo</u>	<u>Ni de acuerdo ni en desacuerdo</u>	<u>Más o menos en desacuerdo</u>	<u>Completamente en desacuerdo</u>	<u>No sé</u>
Recibo un valor bueno por los impuestos de la Ciudad de Lodi que pago	1	2	3	4	5	6
Estoy satisfecho con la dirección general de la Ciudad de Lodi	1	2	3	4	5	6
El gobierno de la Ciudad de Lodi promueve la participación Ciudadana.....	1	2	3	4	5	6
El gobierno de la Ciudad de Lodi escucha a los Ciudadanos	1	2	3	4	5	6

15. ¿Qué impacto, si existe, piensa usted que la economía tendrá en los ingresos de su familia en los próximos 6 meses? Usted piensa que el impacto será:

- ☐ Muy positivo
 ☐ Más o menos positivo
 ☐ Neutral
 ☐ Más o menos negativo
 ☐ Muy negativo

16. Por favor marque la respuesta que más se acerca a su opinión para cada una de las siguientes preguntas:

a) En una escala del 1-10, siendo 1 del todo no importante, siendo 10 la más importante, por favor clasifique qué tan importante siente usted, si del todo, es que la Ciudad haga lo siguiente (enmarque en círculo una respuesta para cada una):

	<u>Del todo no importante</u>					<u>Más importante</u>				
Crear vivienda de precios accesibles	1	2	3	4	5	6	7	8	9	10
Estimular el desarrollo económico para crear trabajos y mejorar la renta de la Ciudad.....	1	2	3	4	5	6	7	8	9	10
Rehabilitar y expandir la Biblioteca Lodi	1	2	3	4	5	6	7	8	9	10
Mejorar circulación de tráfico, aceras, y caminos dedicados de bici	1	2	3	4	5	6	7	8	9	10
Construir parques y centros comunitarios para familias y niños.....	1	2	3	4	5	6	7	8	9	10
Construir facilidades de servicio para la tercera edad	1	2	3	4	5	6	7	8	9	10
Construir un refugio nuevo de animales.....	1	2	3	4	5	6	7	8	9	10
Rehabilitar el Grape Bowl.....	1	2	3	4	5	6	7	8	9	10
Construir un centro acuático.....	1	2	3	4	5	6	7	8	9	10
Construir un centro deportivo interior/bajo techo	1	2	3	4	5	6	7	8	9	10

b) ¿Hasta qué grado apoya usted o se opone a una medida para aumentar el impuesto de ventas por un cuarto de centavo para financiar servicios incrementados de policía e incendio?

- ☐ Altamente apoyo
☐ Algo apoyo
☐ Algo me opongo
☐ Altamente me opongo
☐ No sé

c) ¿Hasta qué grado apoya usted o se opone a una franja de campo verde de Interstate 5 a Highway 99 separando Lodi de Stockton?

- ☐ Altamente apoyo
☐ Algo apoyo
☐ Algo me opongo
☐ Altamente me opongo
☐ No sé

Nuestras últimas preguntas son acerca de usted y su hogar. De nuevo, todas las respuestas son anónimas y serán reportadas en forma general.

17. ¿Vive dentro de los límites del Condado de Lodi?

- ☐ No ☐ Sí

18. ¿Está actualmente empleado?

- ☐ No → Vaya a la pregunta #19
☐ Sí → Vaya a la pregunta #18a

18a. ¿Qué tipo de transporte utiliza usualmente (para la parte más larga de su viaje) para ir al trabajo?

- ☐ Vehículo motorizado (Ej. carro, camioneta, van, motocicleta, etc....)
☐ Autobús, tren, metro, u otro servicio público de transporte
☐ Camina
☐ Trabaja en la casa
☐ Otro

18b. Si marcó la pregunta 18a de vehículo motorizado (Ej. carro, camioneta, van, motocicleta), ¿hay otro familiar (adultos o niños) que usualmente viaja con usted a o del trabajo?

- ☐ No ☐ Sí

19. ¿Cuántos años tiene usted viviendo en Lodi?

- ☐ Menos de 2 años ☐ 11-20 años
☐ 2-5 años ☐ Más de 20 años
☐ 6-10 años

20. ¿Cuál de las siguientes opciones describe mejor la vivienda (edificio) en la que reside?

- ☐ Casa familiar separada de cualquier otra casa
☐ Casa unida a una o más casas (Ej. duplex, townhome)
☐ Edificio con 2 o más apartamentos o condominios
☐ Casa rodante / trailer
☐ Otro

21. ¿Es esta casa, apartamento o casa rodante / trailer es...

- ☐ Alquilada o la ocupa sin pago?
☐ Propia, o alguno de su familia la paga con hipoteca o ya está paga?

22. ¿Hay niños de 12 años o menores que viven en su casa?

- ☐ No ☐ Sí

23. ¿Hay adolescentes de edades entre 13-17 que viven en su casa?

- ☐ No ☐ Sí

24. ¿Tiene usted o cualquiera de los miembros de su familia 65 años o más?

- ☐ No ☐ Sí

25. ¿Hay algún miembro de su familia que tenga incapacidad física o que esté inhabilitado?

- ☐ No ☐ Sí

26. ¿Cuál es el nivel de estudio más alto que usted alcanzó? (marque solo uno)

- ☐ Grado 12 ó menos, sin diploma
☐ Diploma de preparatoria / secundaria
☐ Algo de universidad, sin título
☐ Grado asociado (Ej. técnico en artes o ciencias)
☐ Licenciatura (Ej. ciencias y artes)
☐ Grado profesional (master, doctorado)

27. ¿Cuánto cree usted que será el ingreso de su familia antes de impuestos para el año actual? (Por favor incluya en su ingreso total todo ingreso de todas las personas de su casa.)

- ☐ Menos de \$24,999
☐ \$25,000 a \$49,999
☐ \$50,000 a \$99,999
☐ \$100,000 o más

28. ¿Es usted Hispano / Latino?

- ☐ No ☐ Sí

29. ¿Cuál es su raza? (Marque uno o más grupos que indiquen lo que usted se considera.)

- ☐ Indio Americano o nativo de Alaska
☐ Asiático o de las Islas del Pacífico
☐ Negro, Afro-americano
☐ Blanco / Caucásico
☐ Otro

30. ¿En que categoría está su edad?

- ☐ 18-24 años ☐ 55-64 años
☐ 25-34 años ☐ 65-74 años
☐ 35-44 años ☐ 75 años o más
☐ 45-54 años

31. ¿Cuál es su sexo?

- ☐ Femenino ☐ Masculino

32. ¿Está registrado para votar en su jurisdicción?

- ☐ No ☐ Sí ☐ No sé

33. ¿Votó en las últimas elecciones?

- ☐ No ☐ Sí ☐ No sé

34. ¿Cree que votará en las próximas elecciones?

- ☐ No ☐ Sí ☐ No sé

Gracias por completar esta encuesta. Por favor regrese la encuesta en el sobre prepagado a: National Research Center, Inc., 3005 30th St., Boulder, CO 80301



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